Corry Frydlewicz

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Over 10 years of experience leading web development teams, managing site portfolios for global high-volume brands, and developing execution strategies for collaborative technical teams.

Career Highlights

- **Led** cross-functional projects for Gap including selecting and implementing the Amplience CMS (digital marketing productivity +100% within 3 months of release), migrating the platform to React (avg. site performance speed +71% at launch), and implementing a cross-brand design system.

- **Executed** Gap's large-scale modernization projects, including upgrading all brand sites to responsive design (mobile traffic +31% within 1 year of launch), launching a cross-brand loyalty program (eCommerce revenue +5.5% in first year), and the front-end portion of the OneSite project that allowed customers to shop at every brand using a single cart experience.

- **Scaled** SaaS startup SparkPost's web development operations. Converted from an expensive external agency running one basic website to an in-house team managing two complex SEO'ed responsive sites, contributing front end code for the software engineering team, and launching and managing the corporate intranet for less than half the cost.

Professional Experience

Gap Inc. — San Francisco, CA
Lead Front End Developer — Aug 2015 – Jun 2023

The largest American specialty apparel company whose portfolio includes Gap, Old Navy, Banana Republic, and Athleta hired me as a Senior Front End Developer for the cross-brand arm of the Web Content Development team to help them modernize their massive global site portfolio. A few years later they promoted me to Lead and placed me on the management track, completing management training while taking on Senior Manager responsibilities for the front-end development department.

- Co-Managed a flexible team of 6–12 developers, including regular code reviews, career coaching, and organizing training programs. Our team held consistently high ratings in 360° reviews and nearly 100% employee retention over 5 years.

- Managed projects across Gap's global digital portfolio using Agile methodology in two week sprints and waterfall for fast-paced objectives. Cross-functional contributors and stakeholders included marketing, executive leadership, back-end engineering, UX/accessibility, and legal.

- Consulted on tech architecture decisions for organization-wide solutions including Content Management, Productivity Tools, Documentation, Design, Coding Frameworks, Design Systems, and internally-built tools.

- Migrated business-critical systems to modern solutions, including a new eCommerce CMS, a responsive site framework, and personalization tools with zero negative customer impact.
- Executed beta, regional, and global launches of our cross-brand loyalty program. Then iterated on it for improved performance and maintainability.

SparkPost   San Francisco, CA
Senior Manager, Website Development   Jul 2010 – Jul 2015

SparkPost was a small startup in Maryland named Message Systems when I joined as their first in-house front-end web developer. I replaced an external agency within my first year, saving the company over $150,000 annually while providing more services. As the company grew I accepted a promotion, transferred to the San Francisco office, and built their web development team.

- Managed 2 engineers and an external agency using agile scrum methodology.
- Built and managed 2 sites, contributed to the software front-end, and managed the corporate intranet in a continuous integration workflow.
- Advised the CMO and collaborated with marketing for all digital initiatives until the company was acquired.

CreditOne Bank   Las Vegas, NV
Web Designer + Web Developer   Jan 2010 – Jul 2010

The credit card issuer contracted me for a fast-paced site redesign after [the Dodd-Frank Bill of 2010](#) passed. I joined their small team to redesign every aspect of their site and then help them code it. CreditOne offered me a permanent role at the end of my contract, but I accepted the opportunity with SparkPost instead.

- Redesigned a legacy financial services site implementing modern accessibility, privacy, responsive, and user experience best practices.
- Collaborated with marketing leadership to redesign dozens of templates and custom pages. Performed QA testing with stakeholders to assure brand approval and compliance to industry standards.
- Trained colleagues on the methods used, established workflows and policies for iteration, secured source files, and documented everything in Confluence before my exit.

Cantor Gaming (Cantor Fitzgerald)   Las Vegas, NV
Lead Graphic Artist + Game Designer   Sep 2008 – Jul 2009

Cantor had several games and digital products in their IP portfolio. I joined to update and rebuild them for cutting edge touch screen devices, including adding 3D graphics and complete UI redesigns. Then, I designed several new games and apps for those devices. This is also where I began my front-end development career by helping the engineering team get our designs pixel perfect.

- Upscaled and rebuilt dozens of existing games for higher resolutions, the first gaming approved handheld touch screens in the city, and adapted graphics for large outdoor video billboards.

- Pitched, designed, and launched 3 original games that can still be played throughout Las Vegas, including at The Venetian.

- Designed the UI of one of the first mobile touch-screen operated sports books, launched at the M Resort's grand opening. It was the first way to legally bet on UFC and other alternative sports.

- Contributed front-end code to the engineering team for graphics, animations, interactivity, and UI responsiveness.

Education

Bachelor of Arts — Game & Interactive Media Design
The Art Institute of Phoenix, 2006

References

Quotes chosen from colleagues I regularly collaborated with and represent a 360° view of what it's like to work with me. Their contact information is available upon request.

" Overall, Corry was on a management track and I would definitely work with them again. They are very thorough and thoughtful with how they approach work, meticulous in coding skills, and a kind and approachable developer for their junior peers. "

— Direct Supervisor for 6 years

" Corry is a truly exceptional business partner. When they're assigned to a project, I know I can trust them to give an accurate assessment of what is doable, what will be a challenge and where we may need additional time / resources. Working with Corry, I know that a project won't only get done well, but that any new learnings will be carefully documented and the knowledge passed on to their team. Corry is also able to clearly communicate technical information to both technical and non technical business partners, with a clear understanding of the audience and their level of technical understanding. "

— Business Partner for 5 years

" During our time at [company], Corry led the team and equipped us with countless tools and tips to excel in our roles. They possess a comprehensive understanding of front-end web development and are quick to address questions or concerns. Corry is an exceptional communicator and project leader and has a knack for problem-solving and tackling complex challenges. Corry is an excellent leader and would undoubtedly thrive at any company they choose. "

— Junior Developer for 3 years