

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 (marketing productivity +100%), migrating the entire platform to React (site performance speeds +71%), and implementing a cross-brand design system.
- **Executed** several of Gap's large-scale modernization projects, including converting all brand sites to responsive web design (mobile traffic +31%), launching a cross-brand loyalty program (eCommerce revenue +5.5%), and the front-end portion of their OneSite project that allowed customers to shop at every brand using a single cart experience.
- **Scaled** SaaS startup [SparkPost](#)'s web development operations. Converted them from an expensive external agency running one website to an in-house team managing two customer-facing sites, assisting with front-end for the software engineering team, and building and managing the company intranet for less than half the cost.

Professional Experience

▼ Gap Inc.

San Francisco, CA

Lead Front End Web Developer

Aug 2015 – Jun 2023

Hired as Senior Front End Developer for the cross-brand arm of the Web Content Development team for the global apparel retail company. Gap, Old Navy, Banana Republic, Athleta and other iconic brands were included in the portfolio. Promoted to Lead and placed on the management track, completing training programs while taking on many 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 overseeing training exercises. During this time, our team held consistently high ratings in 360 reviews with business partners and nearly 100% employee retention.
- 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.
- Successfully migrated business-critical systems to modern solutions, including a new eCommerce CMS, a responsive website framework, and personalization tools with zero negative customer impact.

- Executed beta, regional, and global launches of a cross-brand loyalty program. Then iterated on it for improved performance and maintainability across brands.

▼ SparkPost

Senior Manager, Website Development

San Francisco, CA

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 expensive external agency within my first year, saving the company over \$150,000 annually while providing more services than they did. As the company grew I accepted a promotion, transferred to the San Francisco office, and built their in-house web development team.

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

▼ CreditOne Bank

Web Designer & Web Developer

Las Vegas, NV

Jan 2010 – Jul 2010

Contracted to assist with a major fast-paced site redesign after [the Dodd-Frank Bill of 2010](#) passed. I joined their small team to help them redesign every aspect of their site, get those designs approved through marketing and compliance, and then help them code it. I was offered a permanent role at the end of my contract, but chose a different opportunity.

- 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 methods used, established workflows and policies for iteration, secured all source files, and documented everything in Confluence.

▼ Cantor Gaming (Cantor Fitzgerald)

Lead Graphic Artist & Game Designer

Las Vegas, NV

Sep 2008 – Jul 2009

Cantor had several games and digital products in their existing IP. I joined the team to update and rebuild them for cutting edge touch screen devices, including adding 3D graphics and complete UI redesigns. Once I proved myself they asked me to design new games as well. This was also where I began my front-end software development career, as I helped the engineering team get my designs pixel perfect.

- Upscaled and rebuilt dozens of existing game designs for higher resolutions, the first gaming approved handheld touch screens in the city, and adapted graphics for large outdoor video billboards.
- Designed and shipped 3 original game titles that can still be played all over Las Vegas, including at The Venetian.
- Designed one of the first mobile touch-screen operated sports book UI launched at the M Resort's grand opening. It was the first way to legally bet on UFC and several other

alternative sports.

- Assisted the engineering team with front-end coding for graphics, animations, gaming interactions, and UI responsiveness.

Education

Bachelor of Arts — Game & Interactive Media Design

The Art Institute of Phoenix, 2006

Skills

Non-exhaustive, listed alphabetically.

▼ Expertise

A/B Testing and Analytics • Career Coaching and Mentorship • Code and Design Review
• Communication • Content Management Systems • Cross-functional Project Management
• Digital Product Management • Diversity and Inclusion • Documentation
• Marketing Automation and Personalization • Organizational Skills • Presentations
• Search Engine Optimization (SEO) • Social Media Marketing • Team Management • Training
• User Experience (UX) • Web Accessibility (WCAG) • Workflow Optimization

▼ Languages

CSS/SASS • HTML • JavaScript • PHP

▼ CMSes, Frameworks, RTEs, etc.

Amplience • Drupal • NodeJS • GruntJS • Gulp • jQuery • ReactJS • SFCC • WordPress

▼ Tools

Adobe Creative Suite • Asana • Confluence • Figma • G Suite • Git • JIRA • Jive • Marketo
• Microsoft Office • Miro • Optimizely

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 is 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

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