Colby Fayock

Front-end Developer, UX Designer

• Principled, intelligent UI design
• Responsive, cross-browser web design
• Semantic front-end web development
• Performance driven page optimization
• A/B usability and conversion testing
• Organized, constructive project lead

Sass. **JS** **jQuery** **php**

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ThinkGeek
Aug 2013 - Current

Front-end UI/UX Designer

Primary designer and front-end dev for e-commerce UX development. Worked with agency deliverables to translate branding and design styles for a website redesign. Developed **front-end standards** and implemented an **OOSCSS** modular system to clean and improve maintainability of codebase stylesheets and site designs. Cleaned and improved **front-end site performance** through image, javascript, and page request optimization. Worked with marketing team to implement a new taxonomy improving wayfinding for users. Maintained **site optimization** efforts to drive conversion and increase sales. Conceptualize and develop workflows for user pathing and conversion funnels.

ShowClix
Aug 2012 - Aug 2013

Web & Graphic Designer

Lead designer and front-end developer of marketing initiatives for showclix.com. Managed the redesign and implementation of a branding refresh standardized through the web with a self-built **OOSCSS** base. Developed a templating framework based on a **PHP MVC** backend to rebuild the marketing website and front-facing showclix.com. Brought **A/B testing** and **site optimization** to the marketing workflow. Worked with engineering to mockup and prototype **iOS app design**. Designed and integrated brand refresh into office stationary. Lead customization of client event designs.

Endagraph
May 2011 - Aug 2012

Graphic Designer

Worked with sales team to conceptualize and deliver large format advertising and banner designs for trailers, custom vinyl wraps for cars, trucks, and service vehicles.

SnapRetail
Feb 2011 - May 2011

Marketing Web & Graphic Designer, Part-time

Designed and developed email templates, web advertising, and marketing graphics for SnapRetail's marketing platform, their partner OneCoast, and both companies' clients.

Penn State University
Fall 2006 - Spring 2010

Main Campus, University Park, PA

Bachelor of Arts, Graphic Design & Photography