

Colby Fayock

UX Designer & Front End Engineer

 colbyfayock.com  "Colby Fayock"



Technical Writing

freecodecamp.org

August 2018 - Current

freecodecamp.org/news/author/colbyfayock/

Speaking

Building Maps with Impact on React and the JAMstack

NationJS Dec 6, 2019

nationjs.com

Mapping Gatsby from Space

Gatsby [Spark] May 29, 2019

colbyfayock.com/mapping-gatsby-from-space

Senior UX Designer & Front End Engineer

Element 84 January 2017 - Current

- Front end and UX lead across multiple projects including commercial satellite UIs, mapping web apps, and video streaming spanning multiple devices such as web, mobile, and TV.
- Bootstraps single page and statically generated React apps from scratch, on top of the Create React App, and with Gatsby frameworks using intuitive state management like Redux and core React features
- Utilizes CI tools like Jenkins and Netlify to build / deploy static sites
- Manages web performance optimization and development
- Leads implementation of conversion optimization and testing efforts using services such as Google Analytics and Google Optimize
- Monitors and advocates SEO and accessibility best practices throughout applications and web UIs
- Mentors junior team members and manages direct reports

Senior UX Designer & Front End Developer

ThinkGeek August 2013 - December 2016

- Led design and front end development on all ecommerce projects
- Worked closely with Marketing to build and deliver effective content to drive conversions
- Developed team code and design workflows
- Drove site performance and optimization
- Worked through conversion optimization and user pathing
- Led UX redesign of mobile checkout

Web & Graphic Designer

ShowClix August 2012 - August 2013

- Lead designer and developer on all front end marketing initiatives
- Drove a redesign and implementation of a brand refresh
- Introduced and developed A/B testing and site optimization efforts
- Conceptualized and prototyped brand iOS apps

Graphic Designer

Endagraph May 2011 - August 2012

Created print advertisements, branding, and other graphics for cars, trucks, and other large format mediums.

Web & Graphic Designer, Part Time

Snap!Retail February 2011 - May 2011

Design and development of ecommerce email marketing campaigns including templates, graphics, and other website advertising.

Pennsylvania State University

Bachelor of Arts Fall 2006 - Spring 2010

Main Campus - University Park, PA