Colby Fayock

A Front-end Developer & UX Designer

Sass. JS jQuery php
HTML5 CSS3

Senior UX Designer & Front-end Developer

ThinkGeek   Aug 2013 - Current

- Senior designer and developer on all ecommerce UX projects
- Mentored junior team members
- Lead front-end code standard creation
- Custom built object oriented, modular styling and front-end templating
- Consumed RESTful API's for feature development
- Drove front-end site performance and general optimization
- Worked through site testing and user pathing optimization
- Created and developed team development workflow
- Worked closely with Marketing and Creative through landing page and site promotion efforts

Web & Graphic Designer

ShowClix   August 2012 - August 2013

- Lead designer and developer of all front-end marketing initiatives
- Managed and mentored team interns
- Drove the redesign and implementation of a brand refresh
- Created and integrated brand refresh creative into all team assets, deliverables, and stationary
- Custom built object oriented, modular styling
- Developed templating framework based on PHP MVC backend
- Started A/B testing and site optimization team efforts
- Conceptualized and prototyped iOS app redesigns and creations
- Lead client customization design

Graphic Designer

Endgraph   May 2011 - August 2012

Web & Graphic Designer, Part-Time

Snap!Retail   February 2011 - May 2011

Pennsylvania State University - Main Campus

Bachelor of Arts   Fall 2006 - Spring 2010

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