

# Colby Fayock

UX Designer & Front End Developer



colbyfayock.com



“Colby Fayock”

Code



Design



Analytics



Tools



Certs



## Senior UX Designer & Front End Developer

**Element 84** January 2017 - Current

- Front end and UX project lead across multiple projects including mapping, ecommerce, and video streaming spanning multiple devices such as web, mobile, and TV.
- Bootstraps single page and statically generated React apps from scratch and on top of the Create React App and Gatsby frameworks with intuitive state management using Redux and core React features
- Utilizes CI tools like Jenkins to build and 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 throughout applications

## Senior UX Designer & Front End Developer

**ThinkGeek** August 2013 - December 2016

- Led design and front end development on all ecommerce projects
- 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