

# Zack Frazier

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<http://zackfrazier.com>

## Experienced Front-End Leader and UX Problem Solver

- Pragmatic and collaborative team leader with a reputation as a thoughtful and encouraging mentor
- Skilled in all aspects of the user experience with the proven know-how to combine product, usability, and technology viewpoints resulting in high-quality web and mobile applications
- Twenty years of success delivering bespoke user experiences for respected brands such as GE, P&G, Harley-Davidson, IBM, Discover, CME Group, Orbitz, United Airlines and Sittercity

## Abilities

- Team leadership, mentoring, recruiting
- Front-end coding, UI architecture
- Agile sprint planning, MVP requirements, feature definitions
- Stakeholder relations, budgeting, resourcing
- Design direction, collaborative product design, wireframes, user flows
- Interactive prototyping, Lean UX, persona creation, A/B testing
- CSS3, responsive, animations, SASS, Bootstrap
- JavaScript, JSON, React, Angular, jQuery, Web components
- HTML5, ERB, Jinja, SVG
- Node, Gulp, Bower, Python, Ruby, JSP
- Git, JIRA, Basecamp, InVision, Heroku
- Mobile interface standards, iOS, Android
- Sketch 3, Photoshop, Adobe XD
- Accessibility, WCAG, ARIA

## Experience

### **The Strong Element** — Chicago IL

PRINCIPAL, FRONT-END AND UX— 2015 to Present

- Provides expert UX and development services to interactive agencies and startups with an emphasis on component-based UI systems and enhancing team productivity.

### **Sittercity** — Chicago IL

DIRECTOR, USER EXPERIENCE — 2012 to 2015

- Accountable for all user interface efforts across multiple products, including responsive web site, mobile application, and marketing touch points; managed UX team of up to 10 creatives and developers.
- Led all front-end development activities during 12-month re-platforming project; architected presentation layer of re-launched Sittercity.com with strong emphasis on marketing priorities, A/B testing, analytics.
- Crafted product flows and wireframes for on-demand “Chime” web, iOS and Android apps; collaborated with services team to define APIs and marketing to align analytics strategy.

### **SapientNitro** — Chicago IL

MANAGER, INTERACTIVE DEVELOPMENT — 2011 to 2012

- Managed team of five developers responsible for all Harley-Davidson development, supporting H-D.com and 29 regional sites. Projects included YA-targeted “Dark Custom” launch with Instagram tie-in, and re-designs of “Women Riders” and “Iron Elite” community sites.

## **VSA Partners** — Chicago IL

DIRECTOR, FRONT-END TECHNOLOGY — 2008 to 2011

- Managed day-to-day operations for team of up-to 10 developers. Scoped development efforts, managed budgets, assigned resources, gathered information about client environments, ensured on-time deliveries.
- Handled client-facing relationships for GE Healthcare, P&G, CME Group, Avery Dennison, PepsiCo. Gathered client environment details, collaborated on metrics strategies, analyzed functional requirements, coordinated QA process.
  - *P&G*: Managed development of PG.com redesign; implemented regular site features and major updates, coordinated with offshore team. Frequently consulted on accessibility, mobile, and social media.
  - *GE*: Worked closely with GE Digital Team on monthly innovation features and micro-site builds.
- Spearheaded transition to HTML5, CSS3, web fonts, and related technologies; developed boilerplate site template to reduce start up time.

## **INCISENT Technologies** — Chicago IL

USER INTERFACE ARCHITECT — 2005 to 2008

- Scoped and managed the integration of front-end functionality for dozens of product enhancements and several new product features, including the highly-praised First Look Search Engine for auto dealers.
- Architected user interface for three web applications — a service-oriented Java/Struts application, a Rails search engine, and an ASP/.Net 2.0 reporting application.

## **Columbia College** — Chicago IL

ADJUNCT INSTRUCTOR — 2004 to 2006

- *Authoring Interactive Media*: Led students in study of aesthetic and technical aspects of web design and production, emphasized strengths and limitations of the medium.

## **United Airlines** — Chicago IL

LEAD FRONT-END DEVELOPER — 2004 to 2005

## **Orbitz** — Chicago IL

LEAD FRONT-END DEVELOPER — 2001 to 2003

## **ZEFER** formerly **Neoglyphics Media Corporation** — Chicago IL

DESIGNER & PRODUCTION MANAGER — 1997 to 2000

## **Education**

### **University of Illinois at Chicago** — Chicago IL

MASTER OF FINE ARTS — Photography, Design theory

### **University of Louisville** — Louisville KY

BACHELOR OF FINE ARTS — Photography, Design

