

# Zack Frazier

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## Experienced UX Leader, Manager, UI Architect, Developer

- Enthusiastic user advocate with the proven know-how to combine product, usability, and technology viewpoints resulting in high-quality web and mobile applications.
- Nearly 20 years of success optimizing user experiences for brands such as GE, P&G, Harley-Davidson, Sittercity, Discover, Orbitz, and United Airlines.
- Collaborative problem solver with reputation as a high-performance team member.

## Abilities

- UI architecture, front-end coding
- Interactive prototyping
- Lean UX, MVP requirements, feature definitions
- Persona creation, A/B, user testing
- Creative direction, collaborative design
- Design QA, cross-device fidelity
- Client relations, budgeting, resourcing
- Team leadership, mentoring
- Web analytics
- HTML5, XML, SVG
- CSS3, responsive, transitions, animations
- JavaScript, JSON, jQuery
- Mobile, iOS, Android
- Node.js, Ruby, Rails, JSP
- Git, JIRA, InVision
- OmniGraffle, Sketch 3, Photoshop, Illustrator
- Web fonts, typography
- Accessibility, ARIA

## Experience

### **Sittercity** — Chicago IL

DIRECTOR, USER EXPERIENCE — 2012 to 2015

- Supervised all user experience efforts across multiple products, including responsive web site, mobile application, and various marketing touch points.
- Led UX activities for new marketplace/on-demand Date Night Now web and mobile apps.
  - Constructed wireframes and component specifications; introduced InVision workflow for stakeholder reviews and approvals.
  - Collaborated with customer service team to gather user data, product team to understand business goals, and technology team to avoid high-cost or risky implementations.
- Architected presentation and led front-end team during 12-month re-platforming project with emphasis on UI flexibility to support marketing initiatives, A/B testing, and iterative development.
- Moderated Lean UX exploratory workshops; evangelized UX practices with regular team knowledge-sharing events and company-wide presentations.

### **SapientNitro** — Chicago IL

MANAGER, INTERACTIVE DEVELOPMENT — 2011 to 2012

- Managed all AOR development for Harley-Davidson, including 29 regional sites, with a team of five developers. Projects included routine maintenance, section redesigns, and micro-site builds.

## **VSA Partners** — Chicago IL

DIRECTOR, FRONT-END TECHNOLOGY — 2008 to 2011

- Managed day-to-day operations for team of 10 developers. Scoped development efforts, managed budgets, assigned resources, gathered information about client environments, ensured smooth delivery.
- 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, ensured smooth delivery.
  - *GE Healthcare*: Managed gehealthcare.com redesign; prototyped and developed requirements for trade show iPad app.
  - *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 through 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, graphic design