Zack Frazier

2627 N. Kimball Ave., Chicago IL 60647 | zack@zackfrazier.com

Experienced UI Developer, Architect, UX Leader, Manager

— Twenty years of success building user experiences for highly respected brands such as GE, P&G, Harley-Davidson, Sittercity, Discover, CME Group, Orbitz, and United Airlines

— Enthusiastic user advocate with proven know-how to combine product, usability, and technology viewpoints resulting in high-quality web and mobile applications

— Thoughtful and pragmatic problem solver with reputation as a high-performance team member

Abilities

— Front-end coding, web application architecture
— Agile sprint planning, MVP requirements, feature definitions
— Client relations, project planning, budgeting, resourcing
— Interactive prototyping, Lean UX, persona creation, A/B testing
— Team leadership, mentoring, hiring
— Design direction, collaborative product design
— Visual QA, cross-device fidelity

— CSS3, responsive, animations, SASS, Bootstrap
— JavaScript, JSON, React, Angular, jQuery
— HTML5, Liquid, HAML, XML, SVG
— Node.js, Gulp, Bower, Ruby, Rails, JSP
— Routing, Express, APIs, REST, Parse
— Git, JIRA, Basecamp, InVision, Heroku
— Sketch 3, Photoshop, Illustrator, OmniGraffle
— Mobile interface standards, iOS, Android
— Web fonts, typography
— Accessibility, WCAG, ARIA

Experience

Sittercity — Chicago IL
DIRECTOR, FRONT-END TECHNOLOGY — 2012 to 2015

— Accountable for all user interface efforts across multiple products, including responsive web site, mobile application, and marketing touch points.

— Architected the presentation layer of re-launched Sittercity.com; led all front-end activities during 12-month Ruby re-platforming project.

  - Built custom ERB templates and modularized layout and component CSS rules with SASS to support a fully responsive user experience.

  - Maintained emphasis on flexibility to support brand and marketing initiatives, A/B testing, and analytics.

— Crafted product flows and wireframes for new on-demand "Date Night Now" web, iOS and Android apps; introduced InVision workflow to facilitate reviews and approvals.

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