Zack Frazier

2627 N Kimball Ave, Chicago IL 60647

Experienced UX Leader and Front-End Problem Solver

— 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 specs
— Persona creation, A/B, user testing
— Creative direction, collaborative design
— Design QA, cross-device fidelity
— Client relations, budgeting, resourcing
— Team leadership, mentoring
— Marketing requirements, Web analytics

— HTML5, XML, SVG
— CSS3, responsive, transitions, animations
— JavaScript, JSON, jQuery, React, Angular
— Mobile, iOS, Android
— Node.js, Ruby, Rails, Python
— Git, JIRA, InVision
— OmniGraffle, Sketch, Photoshop, Illustrator
— Web fonts, typography
— Accessibility, ARIA

Experience

The Strong Element — Chicago IL
PRINCIPAL — 2015 to Present

— Provides expert UX and front-end 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

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

— Led UX/UI 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 and 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.

— 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

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