

Zack Frazier

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Experienced Front-End Developer, Architect and UX Leader

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

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

