

DEROL FRYE

UI/UX DESIGNER

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derol.com

ABOUT ME

Design professional for 15+ years with a deep understanding of both brand marketing and interface design. Knowledgeable in connecting with people in a design-driven culture, effectively developing user experiences, and execute high-impact solutions for new generations of consumers.

WORK EXPERIENCE

- Sept-2015 Present **UI/UX Designer / Friend Finder Networks**
Rapid prototyping, research with users, wire framing and specing user flows, product design user interface for web and mobile. Build working prototypes in Bootstrap and Angular with HTML, CSS, and JS as well as with tools like UXPin. Work with front end development to implement and QA design.
- Jan-2011 Sept-2015 **Independent Creative Professional**
Freelance creative professional collaborating with a variety of companies, in-house marketing and brand teams by finding web marketing solutions, creating web design, print design, and brand identity design solutions.
- Jan-2011 April-2013 **Web Director / Surftech**
Managed, designed, and developed all the on-line aspects of surftech.com, including forward facing eCommerce websites, retail and wholesale catalog sites, social media sites, and internal websites for partners and dealers. Working with the marketing team, developed new strategies for building social network "fan bases".
- Oct-2001 Jan-2011 **Art Director / 57design, Inc.**
Full service design studio providing: Advertising, Marketing, Branding, Print Design, Web Design and Development, Product Design, Multi-Media, Photography, and Events/Tradeshaw Collateral.

EDUCATION

July-1996 **Bachelor of Arts / Westmont Collage**

PRODUCTION SKILLS

Illustrator, Photoshop, Adobe Creative Suite, HTML, CSS, Java Script, jQuery, AngularJS, PHP, Material Design System, Bootstrap, UXPin, UI Research, Resource Management, CMS Sytems (Wordpress, Drupal & Magento)

EARLY EXPERIENCE

Sr. Interface Designer
GreyZone, LLC
1999 - 2001

Freelance UI Designer
Oracle
1998 - 2001

INTERESTS

Semi-Professional Musician, Motorcycle Enthusiast, Star Wars Geek, Mid Century Modern Nerd, Landscape Design, Amature Horologist, Bulldog Love, Hobby Collector.