Derol Frye

UI / Product Designer

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SUMMARY

UI and product designer with 20+ years of experience designing web and mobile products, from consumer dating apps to analytics dashboards. I design in Figma and build in HTML, CSS and JavaScript, so ideas move quickly from wireframe to working prototype to production. Recently designed two App Store apps rated 4.3 and 4.5 and maintained a design system shared across six products. A background in anthropology keeps the work grounded in how people actually behave.

SKILLS

Design: UI design, UX design, product design, mobile app design (iOS and Android), responsive web design, design systems, interaction design, wireframing, prototyping, user flows, user research, landing page and conversion design, branding

Tools: Figma, Sketch, UXPin, Adobe Photoshop, Adobe Illustrator, Adobe Creative Suite

Front end: HTML, HTMX, CSS, Tailwind, Git, JavaScript, React, Angular, Bootstrap, Material Design, WordPress

Collaboration: Cross-functional work with engineering and marketing, developer handoff, design QA

EXPERIENCE

UI/UX Designer, Global Personals

Remote | Aug 2021 – Oct 2026

- Designed Highreply, a white-label dating app, end to end, from the trending feed and discovery to profiles, inbox and chat. Rated 4.3 on the App Store.
- Designed the Fling dating app, rated 4.5 on the App Store.
- Built and maintained the design system used across 6 products, keeping UI consistent for a team of 3 designers and 10 developers.
- Worked as both designer and front-end developer, taking features from Figma wireframes and prototypes to production HTML, CSS and JavaScript.
- Designed and built marketing landing pages for mobile and desktop; top-performing pages averaged 1:3 free-join conversion, with paid-join averages of 1:21.

UI/UX Designer, FriendFinder Networks

Campbell, CA | Sep 2015 – Jul 2021

- Designed web and mobile interfaces for a suite of personal networking products as one of 5 designers working with about 30 developers.
- Designed the Affiliate Dashboard, an analytics web app for affiliate partners tracking traffic, conversions and payouts.
- Built a working, coded prototype of a redesigned FriendFinder experience (home feed, matches and live streaming) to test ideas with users and stakeholders.
- Maintained the company design system and moved its prototyping from Bootstrap and Angular to Material Design and React.
- Ran user research, user flows, wireframes and rapid prototypes in UXPin and code, and partnered with front-end developers on implementation and design QA.

Creative Director, Derol Frye Design (freelance)
Aptos, CA | Jan 2011 – Sep 2015

- Delivered interface, web, product, print and brand identity design for startups and in-house marketing teams.
- Created launch brands for new businesses and refreshed existing ones to match their founders' vision.

Web Director, Surftech
Santa Cruz, CA | Dec 2010 – Apr 2013

- Designed, built and ran surftech.com and its e-commerce, retail and wholesale catalog, dealer and partner sites.
- Launched a direct-to-consumer e-commerce model that grew sales enough to make the company markedly more profitable and attract outside investors.
- Partnered with marketing on social media strategy to grow the brand's online fan base.

Art Director, 57design, Inc.
Capitola, CA | Oct 2001 – Jan 2011

- Led a full-service design studio producing web, product, branding, print, advertising, photography and trade show work that helped clients grow.

Earlier experience (1996 – 2001)

- Senior Designer, GreyZone: designed and maintained websites for clients including Visa, BMW, Brocade and Terayon.
- Freelance UI Designer, Oracle: designed interfaces, visual assets and web standards for Oracle intranet, extranet and public sites.
- Production Assistant and Webmaster, Hispanic Business: ad creation, magazine production and website design.

EDUCATION

B.A., Anthropology, Westmont College, Santa Barbara, CA