

# Colby Fayock

UX Designer & Front End Developer



## Senior UX Designer & Front End Developer

**Element 84** January 2017 - Current

- Led front end and UX efforts for large online video streaming service
- Mentored interns and junior team members
- Managed UX through front end development experience
- Integrated and developed React into application UI
- Drove user experience and interface redesign of TV applications
- Managed web performance optimization and development
- Jumpstarted conversion optimization discussion and led testing efforts
- Pushing forward and developed SEO efforts

## Senior UX Designer & Front End Developer

**ThinkGeek** August 2013 - December 2016

- Led design and front end development on all ecommerce projects
- Mentored junior team members
- Developed team code and design workflows
- Drove site performance and optimization
- Worked through conversion optimization and user pathing
- Led UX redesign of mobile checkout

## Web & Graphic Designer

**ShowClix** August 2012 - August 2013

- Lead designer and developer on all front end marketing initiatives
- Managed and mentored team interns
- Drove a redesign and implementation of a brand refresh
- Introduced and developed A/B testing and site optimization efforts
- Conceptualized and prototyped brand iOS apps

## Graphic Designer

**Endagraph** May 2011 - August 2012

Large format advertising and graphics

## Web & Graphic Designer, Part Time

**Snap!Retail** February 2011 - May 2011

Email campaigns, templates, and website advertising

## Pennsylvania State University

**Bachelor of Arts** Fall 2006 - Spring 2010

Main Campus - University Park, PA