JEFFREY · J · FRAZIER¬

Product design + UX



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Remote + Columbus, OH

JEFFREY J FRAZIER

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+ ABOUT

Self-motivated, results driven, trusted, entrepreneur, modern day renaissance man. My life passion: systematic and creative solutions to complex problems. I pride myself on delivering high quality innovative work, always exceeding what is expected. Ideas are a dime a dozen, but execution is rare - good execution even more so.
10 years of expertise creating compelling brand experiences across multiple media formats and digital platforms. Reputation for combining strategic thinking, creative concepting, and engaging design with a deep understanding of technology and the user experience. Proven ability to build and manage dynamic cross-functional teams with an emphasis on delivering innovative product solutions. Extensive experience modern healthcare technology, creative concept development, and building teams & mentorship.

+ OBJECTIVE

Short term: I am exploring new opportunities that will challenge me further; while allowing me to contribute to the continued growth and success by delivering innovative design solutions working remotely from Latin America from February - May 2017.
Mid-Long term: To co-start or join a venture with like-minded brilliant people, dedicated to creating world-class products.

+ EDUCATION

The Ohio State University: 2008-2013

Austin E Knowlton School of Architecture: B.S., Architecture

Focus: Computer Science & Engineering, Multimedia Design, Startup ventures, Sustainability

+ SPECIALTIES

- Creative direction
- Concept development
- Brand engagement
- User experience/Interaction design
- Information architecture
- Scalable design patterns
- Testing & optimization
- Product strategy
- Cross-platform design
- Big data management
- Mobile & web responsiveness
- Wireframing & storymapping
- Team building & mentorship
- Adobe Creative Suite
- Sketch, InVision, Balsamiq, Axure
- AutoDesk Suite, AutoCAD
- HTML, CSS, Java
- UI themes, imagery, typography
- UI styling, iconography
- Login/sign up authentication flows
- Macro/Micro navigation patterns
- User onboarding
- Profile information
- Advanced search
- Administrative settings
- Dashboards, charts & analytics
- Ecommerce & payment solutions
- Short & long format messaging
- Task-based UX
- Directories & master indexing
- Gamification
- Responsive widget design
- Maps & location-based UX
- Form building & Cohort analyisis

+ METHODS

- Agile & Scrum
- Lean UX practice
- Competitive evaluation
- User ethnography
- Heutistic evaluation
- Diagramming, sketching & wireframing
- Low-fidelity & high-fidelity prototyping
- Interactive prototyping
- Interviewing & persona development
- Objective UX testing
- Data-driven usability testing
- Card sorting
- A/B scenario planning
- Ecosystem mapping
- Constant stakeholder feedback loops
- Design annotation & specifications
- Perfectionism

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+ EXPERIENCE

CrossChx: 2013-2016

Director of Product Design

- Responsible for cross-platform UX design leadership, focusing on the overall CrossChx customer journey for healthcare patients, providers, and care managers.
- Responsible for all product + UX vision with emphasis on customer acquisition and engagement, revenue driving opportunities, across all platforms and clients—covering web, big screen, tablet and mobile for both 3rd and 1st party devices.
- Partner with and influence C-Level leaders and key stakeholders to define product roadmaps, ROIs, & KPIs.
- Recruit, build and lead a multi-discipline team of designers who work collaboratively to empower cross-functional business teams (product heads, product managers, software engineering, operations, and marketing).
- Champion user-centered design practices by leveraging user research and usability testing to optimize existing taxonomies and improve feature implementation across all client applications.
- Design a scalable cross-platform UX framework that led CrossChx from 1 product in 1 state to 20+ products across 40+ states.
- Critical role in series B and series C fundraises - raising $30 Million in the span of 12 months from 5 major VC firms.
- Elected to Board of Employees by coworkers.

@ www.crosschx.com

Freelance product design: 2008-present

Freelance Designer

- Serving Central Ohio, San Francisco, California, remote clientele and personal projects.

@ www.jfrazierdesign.com

ModWeb: 2016-present

Partner / Lead Product Designer

- Design and development services using the power of Meteor, the web's most progressive Javascript app platform.
- Consult business and startups through holistic & lean processes of building software and prioritizing development goals.

@ www.modweb.io

10XELERATOR / uTaP & ElectionSoft: 2011-2012

UX Designer

- iOS design and development of uTaP app (University Time and Place); a location-based social networking mobile app using geospatial content sliding filter. uTaP was launched at The Ohio State University, gaining 1400 users in two weeks.
- Designed cross-platform mobile applications of location-based group management and political campaign organization.
- Apps developed with Appcelerator include Campaign Connect, Candidate 411, AFL-CIO Ohio, and other private party groups.

@ http://10xelerator.com/ & www.facebook.com/LikeuTaP/

DesignGroup Architects: 2009

Design Intern

- Configure company project history to digital database optimizing content navigation to boost company productivity.

@ www.designgroup.us.com

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+ · COMMUNITY¬

- **Drive · Captial · Design¬**

  Facilitator of Drive Capital Design, the creative community of one of the biggest venture capital firms in the midwest with over 7K impressions to entreprenuers and over $30 Billion in exits by partners.

- **The · Remote · Experience: · Latin · America, · 2017¬**

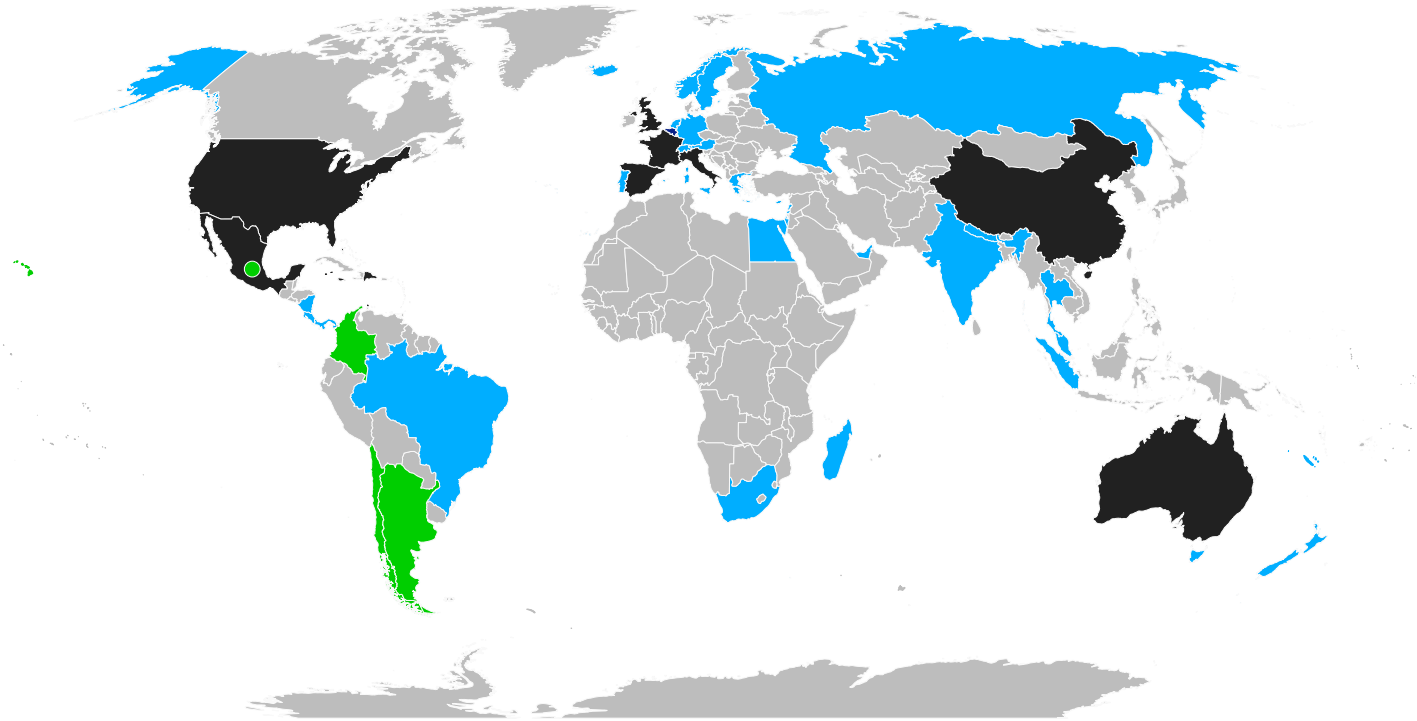
  A remote travel service that brings together a community of intelligent, creative, keen for adventure, and hardworking professionals and entreprenuers to travel and work, play, & live in a new city across the world each month.
  February: Mexico City · March: MedellÍn, Columbia · April: Santiago, Chile · May: Buenos Aires, Argentina
  www.theremoteexperience.com

- **Global · outreach: · Guizhou, · China¬**

  Worked with translators and professors of Guizhou Normal University. Evaluation and CAD mapping of 7 impoverished Miao villages in South Guizhou to generate tourism income and an ecosystem for sustainable community infrastructure.
  Notable villages include Xijiang, Jidao, Langde, and Kaili.

+ · PLACES¬

I've · visited · / · I · want · to · visit · / · I'm · visiting · February-May · 2017:¬



+ · REFERENCES · AVAILABLE · UPON · REQUEST¬