

CANDRA S. FRIED

UX/UI Engineering & Product Design

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EXECUTIVE SUMMARY

Multifaceted people leader, UX/UI designer and engineer with experience in the technology sector in pursuit of a rewarding yet challenging role to advance my career. I possess a comprehensive background in engineering, marketing, developing teams, product management, cross functional team projects, and working with stakeholders to implement strategic plans to improve productivity.

WORK EXPERIENCE

UX/UI Team Lead

Nov. 2022— Present

Maryland Department of Health (MDH) via Innosoft

Remote (Baltimore, MD)

UX/UI Team Lead and Product Owner for the Provider Management Module of Maryland Department of Health. Responsible for creating the UX Strategy consisting of thorough case studies, competitive analysis, product heuristic evaluations, gathering customer/stakeholder feedback, creating user personas and sitemaps, identifying KPIs, abiding by 508 Compliance (WCAG) standards, creating a robust design system (Figma), component library, creating wireframes, creating prototypes/simulations, creating SCSS files, frontend development, mentoring, advocating and guiding team of designers and developers. Team advocate for exploring ways to incorporate AI into the healthcare space and evangelizing best practices cross-divisionally. See modified UX Strategy (info concealed for HIPAA purposes):

<https://candracodes.com/samples/MDH/mdh-strategy.pdf>

Principle UX/UI Engineering Lead

Dec. 2019 — Nov. 2022

ReturnLogic

Remote (Camp Hill, PA)

UX/UI lead for the SAAS returns management startup. Built product visuals from scratch (start to finish). Responsibilities included designing and developing for both web and mobile use, wireframe/prototype/simulations with Axure, conversion rate optimization and behavioral analytics with Pendo, front-end development using HTML, CSS, Javascript, AngularJS (for our legacy system), Angular 8 (for our newer application), creating and maintaining organizational branding guidelines/design system, and establishing customer trust through focus groups and market research. See UX Strategy:

<https://jlrboy.axshare.com>

Cybersecurity Automation Engineer/Sr. Web Developer

June 2017 — Dec. 2019

Comcast

West Chester, PA

This position began as a contract position (via Xavient) for Senior Web Designer. I was later promoted to full time staff as the Cybersecurity Automation Engineer. In this role, I acted as lead design/developer for the Security Development & Analytics Team. My focus was centered on supporting all automation and development efforts within the Cybersecurity organization. I applied and integrated emerging technology trends to new and existing systems. Routine tasks included: meeting with stakeholders, wireframing/prototyping, UI architecture management, development using HTML, CSS, Angular, Javascript, Typescript, RESTful API calls and integration, testing, debugging and hosting applications (Github and Cloud Foundry), creation of marketing materials, on-boarding and training guides.

UX/UI Designer & Developer

Aug. 2016 — May 2017

GeoDecisions

Philadelphia, PA

I worked from both the Philadelphia and Harrisburg offices serving as a supportive role for enterprise solutions development, leveraging responsive design techniques in an Agile environment. A player on the software development team working on client requirements. Design lead for creating user interfaces for web applications while conducting usability (A/B) testing. Development of design using JavaScript and mocking frameworks (i.e. Balsamiq, Axure, Visual Studio and the Adobe Creative Suite). Geospatial UX Consultant leveraging ArcGIS/Esri for Pennsylvania Department of Transportation (PENNDOT) as a representative of GeoDecisions and Gannett Fleming.

Additional Work Experience

Web Content Developer (2014 – 2016) | *Affiliated Distributors* | Wayne, PA

Web Designer & Developer (2011 – 2014) | *Progressive Business Publications* | Malvern, PA

Part-time Multimedia Instructor (2008 – 2010) | *W.B. Saul High School* | Philadelphia, PA

Senior Graphic & Web Designer (2006 – 2011) | *L.F. Driscoll, Co.* | Bala Cynwyd, PA

Freelance Creative Consultant (2006– Present) | *www.CandraCodes.com* | Remote

TECHNICAL SKILLS

Languages: JavaScript ES6+, CSS3, HTML5, SQL, NoSQL

Applications: GitHub, MongoDB, MySQL

Tools: Express, Angular, React, Node, Handlebars, JQuery, Bootstrap, Materialize, Material-UI, Bulma

ADDITIONAL EXPERTISE

HTML/HTML 5, CSS/CSS3, SCSS, Axure, Figma, Design Systems, Component Library, Material.io, Materialize, Semantic UI, Wordpress, Balsamiq, Invision, Adobe XD, Just In Mind, Visio, ADA Compliance, JSON, Ajax, Git, Github, Charts.JS, D3.JS, Morris.JS, Datatables, RESTful API, NPM/Bower, Insomnia, Postman, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Procreate, Microsoft Office, VS Code, Conversion Rate Optimization (CRO), Pendo, Hubspot, Google Analytics, JIRA, Agile/Kanban, Sharepoint, Workflow and User Diagrams, Drupal, WordPress, Technical Writing, Creative Direction

EDUCATION

Master of Computer Information Science (2012 - 2014) — Penn State University, Great Valley | Malvern, PA

Bachelor of Fine Arts (Focus: Graphic Design & Illustration) (2002 - 2006) — Moore College of Art & Design | Philadelphia, PA

Certificate in Full Stack Web Development (2021 - 2022) — Southern Methodist University | Dallas, TX

Certificate in Applications Development (2011) — LaSalle University | Philadelphia, PA