COVER
I make things easier for people to use. Background in design and product development with a user first approach. I create visual interfaces for software based on data analysis, user feedback and over a decade of design intuition. I get excited when design choices make a product more valuable.

LUCIEN FRELIN

12+ years of experience in web design and front end development.

Norfolk, VA 23503
frelin@gmail.com

OBJECTIVE

Very capable and adaptable interface developer and designer making products easier for people to use. Happiest creating new and valuable ways to help customers get things done. Skilled in product development, designing and building clear interfaces and overcoming challenges. Career marked by promotions, increased responsibilities, and recognition for innovative thinking and creativity.

SKILLS AND TALENTS

- User Interface Design/Development - Expert Level
- Adobe Creative Cloud - Expert level
- Sketch, Figma, Invision design tools - Expert Level
- Using data to inform UI and UX choices - Intermediate Level
- Google Optimize, Adobe Analytics - Intermediate Level
- HTML5, CSS3 - Expert Level
- Wireframing, Coded HTML mockups - Expert Level
- JS, jQuery - Intermediate Level
- Native App Interface Design, Mobile Web App Design - Intermediate Level
- Local Development Environments - Intermediate Level
- GitHub - Intermediate Level
- PHP - Intermediate Level

Also notable, I work well in team and creative work environments. Aware of deadlines, budgets and multiple projects. Examples of work attached.

EXPERIENCE

Trader Interactive – Master User Interface Developer
Dates: 6.01.17 - Current Job | Norfolk, VA
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Dominion Enterprises – Lead User Interface Developer
Dates: 12.01.08 - 6.01.17 | Norfolk, VA
Managing business issues and developing UI solutions for implementation across multiple

businesses and industries. Through an iterative process, in a PHP development environment under and API structure, we deploy from a Git repository multiple times a week. Day to day work includes product development, interface design, HTML5, CSS3 and JS development. We implement new features daily and utilize various open source libraries in our work.

User Interface Developer working in an agile environment completing various interfaces and experiences. Built and helped design tablet and mobile versions of CycleTrader.com. Participated in research, use case development, project estimating, conceptualized user interaction, annotated wireframes, interactive mockups, and functional specifications. Created project requirement documents and design mocks. Presented HTML5/CSS3 and other upcoming web trends and movements to other groups. Analyzed user behaviors to make informed decisions. Introduced open-source tools to help team productivity. Won three awards for Most Market Ready App, Best in Show App, and Best Use of Google API's. Member of the internal focus group for attracting and retaining talent for our company.

Network Solutions - Sr. Designer
Dates: 08.31.07 - 12.01.08 | Herndon, VA
Worked on a team of designers and user experience specialists to analyze the user experience for NetworkSolutions.com. Coordinated with cross-functional teams to fulfill development needs and discovered new revenue opportunities. Developed front-end code, including CSS, HTML, JS, and PHP. Created interactive flash ad campaigns for niche advertisers. Worked on storefront and e-commerce functionality, newsletter campaigns, and landing page optimization. Attended UI test panels and eye tracking studies to understand user behaviors.

Launch Interactive - Flash Web Designer
Dates: 07.15.06 - 05.15.07 | Virginia Beach, VA
Ad agency experience. Maintaining client relationships and updating online information for multi-million dollar clients such as Stihlusa.com. Discovered new ideas for existing clients to keep their web-presence fresh.

Dominion Enterprises - Web Graphic Designer
Dates: 08.03.05 - 08.15.06 | Norfolk, VA
Played a supporting role for VWS division of Dominion Enterprises. I provided specialized graphics and flash work for dealer sites and internal sales sites.

Worked closely advising CycleTrader.com product development team in completing a redesign/realignment of CycleTrader.com. Worked on AutoExtra.com's product development team as their web graphics designer, creating site wide graphics. Designed key account online ads and specialized target ads for both sellers and buyers. Met with sales team to discuss new campaigns and strategic advertising to aid the sales effort online. Lead the redesign of CollectorCarTraderOnline.com. Completed an online Bikeline Flash ad campaign to secure a six figure account for the CycleTrader.com sales team.

EDUCATION

OLD DOMINION UNIVERSITY
Bachelor of Fine Arts - Graphic Design with cluster of "The Designed World"
Completed in 3.5 Years with a GPA of 3.34

HBX | Harvard Business School

"Core: Credential of Readiness"
Business Analytics, Economics for Managers, and Financial Accounting
Dates attended or expected graduation 2016 – 2016
HBX CORe (Credential of Readiness) is a 120-150 hour certificate program on the fundamentals of business from Harvard Business School. CORe is comprised of three courses - Business Analytics, Economics for Managers, and Financial Accounting – developed by leading Harvard Business School faculty and delivered in an active learning environment based on the HBS signature case-based learning model.

VOLUNTEER

Chair of Dominion Enterprises Hackathon
It's extracurricular and lots of fun. Each year we organize a university student focused hackathon, an internally focused innovation hackathon for employees, and finally we host an external community focused public hackathon. Each event has a unique theme and includes a team based format. We strive to make the events original, fun and enjoyable by all participants. We like to encourage diverse teams. Anyone is welcome!

RECOGNITION

- 2012 DE Hackathon IV - Best Design and UI - Scribbled Web App
- 2012 DE Hackathon III - Best in Show - Plan and Post Facebook App
- 2012 DE Hackathon III - Most Market Ready - Plan and Post Facebook App
- 2011 DE Hackathon II - Best Use of Google APIs - triperest.appspot.com
- 2007 Featured in Cooper-Hewitt Design Triennial as part of the Speak Up - "Word It" display.
- 2007 Published in The Word It Book: A Gallery of Interpreted Words by Ellen Lupton , Bryony Gomez-palacio , Armin Vit
- 2006 Gold Addy Award - Interactive Flash Mini Site - Aimeebayles.com