

# Logan J. Fry

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## About

Curiosity driven and solutions focused, I provide discovery, design, and validation for product teams to make awesome user-centered products.

## Experience

### **Authentic Digital**

*User Experience Architect* | May 2020 - present

I design intuitive structures for both B2B and B2C customers to interact with businesses in meaningful ways.

#### *Projects*

- Phillips 66 customer portal
- Authentic proprietary loyalty app
- Cedar Fair QA

#### *Highlights*

- Acclimated quickly to the extremely complex business of petroleum wholesale in order to provide sound design direction for the P66 customer portal.
- Designed the blueprints for a proprietary loyalty app POC that won buy-in from Authentic Digital loyalty API partner, Cheetah.

### **ICF Next**

*Sr. User Experience Architect* | June 2018 - May 2020

I distilled complex business needs into practical, intuitive, and user-centered design solutions for Fortune 500 and Fortune 1000 clients.

#### *Projects*

- Eaton Backlog
- Eaton Powersource
- Eaton QR
- Avair.com discovery
- Small Business Innovation Research Program (SBIR)

#### *Highlights*

- Awarded Copper and Silver awards by colleagues for flexible and diligent efforts on Eaton project

- Awarded Meaningful Work (internal) award for leadership on the Avanir.com discovery project (discovery, content strategy, wireframes)
- Repeatedly requested for projects by major client
- Devised and implemented a system for manual annotation of comps to developers when more automated methods failed

## **Academy Sports and Outdoors**

*UX Designer and Researcher* | Aug 2016 - May 2018

I provided both research and design deliverables to drive the customer experience for Academy's multimillion dollar e-comm website; ideated and executed design solutions for reducing friction, improving navigation, and adding personalization in order to improve the customer experience and increase profitability; built user tests, performed analysis, and delivered reports to earn stakeholder buy-in.

### *Highlights*

- Performed extensive discovery research and preliminary designs for a buy-online-pickup-instore (BOPIS) experience
- Researched and fully designed modal cart experience reducing friction in customer shopping journey, and increasing Average Order Value (AOV) by 2.3%
- Redesigned Credit Card payment, resulting in a 4.2% decrease in payment page abandonment

## **Sapient Razorfish**

*UX Designer Intern* | Jun 2016 - Aug 2016

I constructed flow diagrams and performed user testing for a Patrón Amazon Echo skill to drive Patrón brand development; built wireframes and page flows to support a donation portal for the Center for Arts Inspired Learning, as well as marketing and customer interaction strategies for their email systems; participated in discovery research interviews for Johnson and Johnson medical device instructions repository.

## **Expero Inc.**

*UX Research Intern* | Sep 2015 - Dec 2015

I performed usability testing on the Expero company website; conducted principal interviews, constructed a usability test, recruited participants, facilitated testing, performed analysis, and presented a final report.

## **Skills**

Contextual inquiry, Contextual analysis, Competitive analysis, Heuristic analysis, Information architecture, Content strategy, Journey mapping, Wireframing, User interface design, Comps, User testing

## **Tools**

Sketch, Invision, Adobe XD, Axure, Figma, Photoshop, Illustrator, MS Office

## Education

**Master of Science Information Studies (MSIS)** - Usability

University of Texas at Austin - 2016

**Bachelor of Fine Arts (BFA)** - Graphic design, web technology

West Chester University of Pennsylvania - 2006