

# LOGAN J. FRY

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## About

Curiosity driven and solutions focused, I'm a senior product designer with over 7 years experience. I provide discovery, strategy, design, and usability testing for product teams to make awesome user-centered products.

## Experience

### Personal Sabbatical

*Travel | April 2023 - November 2023*

Starting in Vietnam, I went around the world to pursue personal goals, growth, and cultural immersion.

Countries visited: Vietnam, Thailand, Cambodia, Laos, Indonesia, Greece, Hungary, Slovakia, Czech Republic, Poland, Spain

### CoStar Group

*Sr. User Experience Designer | February 2021 - April 2023*

I provided UI design and strategy across multiple products and product managers for internal research applications to support complex employee tasks and business processes.

#### HIGHLIGHTS

- Jumpstarted and carried the designs for Homes.com internal content collection application to be used by thousands of employees generating a range of content on neighborhoods, parks, and schools across the United States
- Introduced executive leadership to the concept of user-centered service design, and led an inter-departmental service design discussion with business leaders for a major project, resulting in increased awareness and interest in the benefits of user centered design practices
- Initiated new processes for design library management and design delivery, allowing improved design consistency and implementation

### Authentic Digital

*Sr. User Experience Architect | May 2020 - February 2021*

I designed intuitive UX flows and UIs for both B2B and B2C customers to interact with businesses in meaningful ways.

#### 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 intuitive, and user-centered design solutions for Fortune 500/1000 clients.

### **HIGHLIGHTS**

- Discovered a specific need for more explicit annotations in the design delivery process and devised a system of annotation that sped story writing and development turn-around
- Repeatedly requested for projects by major client for ability to collaborate with stakeholders and execute
- Awarded Meaningful Work award (internal) for leadership on the Avanir.com discovery project and Copper and Silver awards (internal) by colleagues for flexible and diligent efforts on Eaton project

## **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.

### **HIGHLIGHTS**

- Initiated a DIY strategy for performing in-depth competitive analysis of Buy-Online-Pickup-In-Store experiences when the company was considering hiring outside consultants, saving potentially tens of thousands of dollars in research budget
- Researched and fully designed modal cart experience reducing friction in customer shopping journey, and increasing 90-day Average Order Value by 2.3%
- Redesigned credit card payment, resulting in a 4.2% decrease in payment page abandonment

## **Education**

**Master of Science Information Studies (MSIS) - Usability, Human-Computer Interaction**

*University of Texas at Austin | 2016*

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

*West Chester University of Pennsylvania | 2006*

## **Skills**

Design thinking, Object oriented UX, User research, Contextual inquiry, Contextual analysis, Competitive analysis, Heuristic analysis, Information architecture, Content strategy, Journey mapping, Service design, Wireframing, User interface design, Comps, Usability testing

## **Tools**

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