

## Logan J. Fry

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### SUMMARY

Product Designer with 7+ years creating impactful user experiences across diverse industries. Known for innovative design solutions in internal applications, consumer-facing platforms, and employee-focused tools. Skilled in product design, UX/UI design, UX strategy, service design, and design thinking. Proven ability to lead complex projects, manage tight timelines, and collaborate with cross-functional teams. Adept at user research, usability testing, and implementing user-centric design principles. Strong advocate for enhancing user experience through thoughtful and deliberate design.

### RELEVANT EXPERIENCE

#### **Personal Sabbatical** *ASIA & EUROPE* | Apr 2023 - Nov 2023

Traveled to 12 countries across Asia and Europe, refining my ability to adapt and communicate while equipping me with resilience, resourcefulness, and a world view that I am eager to apply professionally. I also created a blog for friends and family, sharpening my digital creativity and storytelling abilities.

#### **CoStar Group, Sr. User Experience Designer** *RICHMOND, VA* | Feb 2021 - Apr 2023

Strategized and executed UI designs across multiple products for internal research applications, enhancing support for complex employee tasks and business processes.

##### **CoStar Group, Homes.com**

- Conceptualized and designed New Construction pages and an innovative VR customizer for a consumer-facing application, empowering potential buyers to personalize their experience by choosing lots, floor plans, facades, and interior details in 3D.
- Led the design of a new comprehensive internal application (including companion iOS/Android apps) on an aggressive timeline, allowing employees and contractors to orchestrate the generation of rich content for 21,000 neighborhoods, 7,000 parks, and 14,000 schools.
- Facilitated a day-long discussion with other lines of business and executives to develop a service design blueprint for executing the creation of 50,000 promotional agent videos.

##### **CoStar Group, Field Research Applications**

- Provided essential UX support for legacy applications, improving the efficiency of field researchers and photographers in data and content collection.
- Developed an extensive user journey for architectural photographers highlighting pain points and identifying key improvements for their workflows.

##### **CoStar Group, Tenant Research Applications**

- Identified efficiencies and redesigned a legacy research application for integration into a new system, allowing researchers to move faster and more efficiently through their tasks.

#### **Authentic Digital, Sr. User Experience Architect** *RICHMOND, VA* | May 2020 - Feb 2021

Designed intuitive UX flows and UI for both B2B and B2C customers to interact with businesses in meaningful ways.

### **Authentic Digital, Phillips 66**

- Acclimated quickly to the extremely complex business of petroleum wholesale in order to provide sound design direction for the Phillips 66 customer portal.

### **Authentic Digital, Loyalty Portal**

- Designed wire flows for a proprietary loyalty app POC that won buy-in from loyalty API partner, Cheetah, demonstrating the app's potential for driving customer engagement and loyalty.

### **ICF Next, Sr. UX Architect RICHMOND, VA | June 2018 - May 2020**

Distilled heavy business requirements into intuitive, and user-centered design solutions for Fortune 500/1000 clients.

#### **ICF Next, Eaton**

- Partnered with business team for 2-year engagement to deliver robust customer and employee features. Repeatedly requested for ability to collaborate with stakeholders and execute.
- Discovered a specific need for more explicit annotations in the design delivery process and devised a system of annotating that sped story writing and development turn-around.
- Awarded Silver and Copper awards (internal) by colleagues for flexible and diligent efforts.

#### **ICF Next, Avanir**

- Led discovery, wireframing, and content strategy for pharmaceutical company Avanir's new website, enhancing user engagement and brand presence.
- Awarded Meaningful Work award (internal) for leadership on the Avanir.com discovery project.

### **Academy Sports + Outdoors, Sr. UX Designer and Researcher HOUSTON, TX | May 2016 - Apr 2018**

Provided both research and design deliverables to drive the customer experience for Academy's multimillion dollar e-comm website.

#### **Academy, BOPIS**

- 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.

#### **Academy, Cart & Checkout**

- Researched and fully designed modal cart experience reducing friction in customer shopping journey, and increasing 90-day Average Order Value by 2%.
- Redesigned credit card payment, resulting in a 4% decrease in payment page abandonment over 90 days.

## **EDUCATION & CERTIFICATIONS**

University of Texas at Austin

*Master of Science Information Studies - Usability and Human Computer Interaction, May 2016*

West Chester University of Pennsylvania

*Bachelor of Fine Arts - Graphic Design, May 2006*

## **EXPERTISE**

Product Design, UX/UI Design, App Design, UX Strategy, Service Design, Design Thinking, Discovery and User Research, Usability Testing, Internal Applications, Stakeholder Management, Figma, Sketch