

LUCIEN FRELIN

Senior UX Designer

frelin@gmail.com
[LinkedIn](#) - [Portfolio](#) - Norfolk, VA

OBJECTIVE

I design digital products and easy-to-use experiences. My background is in UX, product design, front-end development, and product strategy with a user-first approach. I create delightful interfaces for people based on data analysis, user testing, and researched fundamentals.

DESIGN PROFICIENCIES

- Tools:** Figma, Midjourney, ChatGPT, Adobe CS, Illustrator, HTML, CSS, Hotjar, GitHub, Google Optimize, UserTesting.com, Storybook, Zeplin, Whimsical, Miro
- Expertise:** UX research techniques, User interviews, Web app experiences, Native app experiences, A/B user testing, User surveys, User acceptance testing, Card sorting, Heat maps, Eye tracking, High fidelity design, Wireframes, Design systems, Iconography, AI prompting, Creative prompting
- Leadership:** Interviews, onboard, and trains new team members, Mentors junior designers, Comfortable in executive and director-level presentations and discussions, Leads UX team members to deliver high-quality and thoughtful products efficiently, Manages team communication, resourcing, and software/asset licensing, Inspiring, inclusive, and collaborative leadership style.

EXPERIENCE

CarGurus - Boston, MA 2022 - Present

Senior UX Designer

Drive product design with a user-centered, data-informed approach. Create wireframes, prototypes, and high-fidelity visuals, and collaborate with cross-functional teams. I advocate for design solutions that meet both business and user needs, mentor junior designers, and effectively communicate design decisions. With a passion for design and commitment to using data, I aim to elevate the user experience and drive product success.

Trader Interactive - Norfolk, VA 2017 - 2022

Senior UX Designer

Served as a UI/UX expert for recreational and commercial vehicle digital retail marketplaces. I designed simple and elegant user experiences, leveraging user feedback, data and expertise to diagram user flows and conceptualize front-end features. Collaborated with executives and product leaders on strategic planning and supervised user experience, resulting in a 125% increase in conversion rate over 5 years. Implemented and maintained several design systems for various product groups and our distributed design team.

Dominion Enterprises - Norfolk, VA 2008 - 2017

Lead User Interface Developer, Front-End Developer

As a designer and developer, I maintained 8 product verticals and was a key player in product development. I deployed front-end code, UI design, and HTML5/CSS3/JS weekly. I managed user research, use cases, creating annotated wireframes, UI/UX mockups, and functional specs.

Additional Experience

Network Solutions - Senior Designer, 2007-2008

Herndon, VA

Launch Interactive - Flash Web Designer, 2006-2007

Virginia Beach, VA

Dominion Enterprises - Web Graphic Designer, 2004-2006

Norfolk, VA

EDUCATION

Old Dominion University

Bachelor of Fine Arts - Graphic Design - 2004

Certificate Program

HBX CORE - Harvard Business School - Credential of Readiness, fundamentals of business.

VOLUNTEER WORK

2020 Northside Park MTB Trail Signage

2017 Norfolk City Environmental Management Project Volunteer

2015 Dominion Enterprises Hackathon - Event Chairman

RECOGNITION & AWARDS

2022 CarGurus Hackathon - Most Customer-Focused

2012 DE Hackathon III - Best in Show

2007 Featured in Cooper-Hewitt Design Triennial

2007 Published in The Word It Book by Ellen Lupton, Bryony Gomez-Palacio, Armin Vit

2006 Gold Addy Award - Interactive Flash Mini-Site

PORTFOLIO LINK

<https://www.lucienfrelin.com/>

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