

DANIEL FRYSSINGER

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PROFESSIONAL SUMMARY

I'm a senior design leader with a background in cognitive science, software engineering and business development. I believe making world-class products requires nurturing a partnership between designers, engineers and PMs, a willingness to test your ideas, and an eagerness to get your product into people's hands.

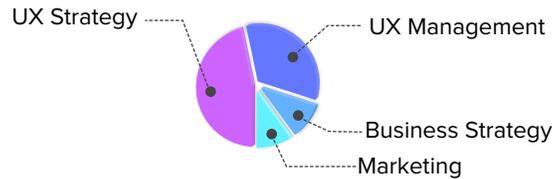
WORK EXPERIENCE

Experian

Director of User Experience

Apr-Nov 2019

What I did:



- Established dedicated UX and UI design teams, hired a UX Copywriter, UX Researcher and brought contractors in-house, growing the team from 8 to 14.
- Brought usability testing in-house with a 4x per week in-person testing cadence.
- Moved the team to agile-like two week sprints aligned with dev releases, began tracking work in Jira and pointing and assigning tasks as a team.
- Organized cross-functional design reviews for the first time, encouraging a new level of collaboration between departments.
- Created new illustration guidelines to standardize, improve and increase the amount of illustrations in the products.

Belkin International

Senior Manager of User Experience

2018-2019

Smart Home Division

Manager of User Experience

2014-2018

Senior User Experience Designer

2013-2014

- Built the UX and UI design teams from 1 to 10 designers and defined their design processes.
- Conceptualized and lead the research, design and product management of Linksys Velop, a mesh Wi-Fi system with the highest Amazon and customer satisfaction ratings in the product line.
- Led a redesign of the Linksys iOS & Android app, taking it from 1.8 stars to 4.5 stars.
- Increased the Linksys brand Net Promoter Score from 28 to 45.
- Built a multi-channel data tracking process for monitoring user sentiment across NPS, reviews, customer care, and in-app feedback.

UC San Diego

Human Computer Interaction Grad Student

2011-2013

- Wrote my master's thesis on the efficacy of using lateral thinking to improve creative problem solving.
- Assisted in teaching courses in user-centered design, cognitive design, history of human-computer interaction and contextual design.
- Sub-specialized in Anthropogeny. Field work in Ethiopia and Tanzania.

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WORK EXPERIENCE (CONT'D)

- NOTCOT Inc. Co-founder / UX Director / CTO 2007-2013**
- Co-created NOTCOT, an online design resource that acts as a curated design news-feed/aggregator with a blend of user generated and custom content.
 - Bootstrapped from a hobby project to a highly profitable half-million-dollar a year company.
 - Designed a novel UX based on a visual grid of user-generated content, which grew to attract millions of visitors/participants a month.
 - Designed and built the full software stack and servers, including a suite of curation tools letting us scale to millions of page views while keeping overhead low.

- Yahoo! Inc. UX Designer / Software Engineer 2006-2008**
- Principle User Experience Designer for the Premium Services Infrastructure team at Yahoo!, responsible for designing the purchasing and account management experiences for all premium Yahoo! products.
 - Led a top-down redesign of the purchasing experience across all premium Yahoo! products which reduced purchase flow abandonment by over 300%.

- San Diego Supercomputer Center UX Designer / Software Engineer 2005-2006**
- Designed and built NEEScentral, a web application 15 worldwide earthquake simulation facilities to collaborate, monitor research activity across equipment sites, watch live video feeds, version control their documents, and share feedback.

EDUCATION

M.S. Cognitive Science – Human Computer Interaction
UC San Diego 2011 - 2013

B.S. Cognitive Science – Artificial Life
UC San Diego 1999 - 2004

PATENTS

Frysinger, Daniel. 2017. **Optimizing placement of a wireless range extender**. U.S. Patent Application US20170353245A1, filed August 4, 2017. Patent Pending.

PUBLICATIONS

Frysinger, D., 2013. **Exploring the domain specificity of creativity training in insight problems (Master's thesis)**. University of California, San Diego

Frysinger, D., Van Den Einde, L., Warnock, T., Agnew, G., 2005. **The Curated Data Repository in Engineering Research**, NCEE

Trivedi K, Bansod A, Frysinger D, Perkins D, Cabanting J, Lenert L., 2003. **Provider Link: facilitating healthcare providers' support of web-based smoking cessation efforts via secure e-mail**, AMIA Annu Symp Proc. 1036