

# WILL FROELICH

UI / UX / IA DESIGN

FFORM.COM

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## HIGHLIGHTS

Prototyping at **GoPro**; designing a new way to edit videos and tell compelling stories generating 6 patents

Prototype Engineering at **Idealab**; developing MVPs and mockups to validate business concepts

Designed software for **Lucas Film LTD**; Metadata tracking and processing

### DESIGN

UI / UX

Sketch / Adobe PS, IL, PR, AE

Prototyping

Principle / After Effects

Layout

Web / Print

3D

Modo / SketchUp

Illustration

Procreate / Substance Designer

### DEVELOP

Modern Frontend Engineering

React / Backbone / Gulp / Webpack / Jest

Backend Engineering

Node.js / PHP / Express / Apache

Infrastructure

AWS (EC2,EB,S3,CF) / Firebase / Parse / Cloudflare

iOS Engineering

Swift / Obj-C / Realm / Firebase

Prototyping / R&D

Electron / React-Native

VR / Game Dev

Unity

## BUSINESS

Freelance Artist / Developer

Technical Consulting for Startups / Small Business

Founder: eTribute - Online Contributions for Political Campaigns and Non Profits

## CLIENTS

GoPro

Idealab

Disney

HOMMA Inc

Loud3r Inc

RKS Design

Heavenspot

Backward Heroes

## EDUCATION

Motion Graphics, Cal State Northridge

## WORK EXPERIENCE

**WILL FROELICH**

FRONTEND ENGINEERING / UI / PROTOTYPING

### **HOMMA, INC**

Lead User Experience Engineer  
2016 - 2017

Prototyping and user experience design around the home automation space. Developing everything from desktop applications to virtual reality simulations on GearVR with Unity, I selected the platform to give our team the most learning as quickly as possible.

I lead the R&D on two patent pending projects, designing, building and testing new ideas.

### **GOPRO**

Prototype Engineer  
2015-2016

Part of the Storytelling team, I helped to prototype a non linear editing solution that eventually became Quik Desktop. We tested new concepts of video editing, empowering users to create a video that looks like it was made by a professional without the limitations of a template.

Acting as the sole prototyping engineer, I delivered rapid iterations and new ideas while keeping to a set user testing schedule. My work generated 6 new patents on this project alone.

### **IDEALAB**

Prototype Engineer  
2012 - 2013

Working on MVP startup projects. Running UX tests and following lean startup principles, testing new business ideas, shepherding projects towards investment

### **FFORM LLC**

Owner  
2005 - Present

For the past seven years I've worked with agencies and directly with clients. I have filled the role of designer and developer both in a production and direction aspect.

I also spend time outside of projects developing new prototypes, and expanding on them as I see a business fit. As with many engineers, these tend to get shelved for paying work, but I'm always excited to jump back in and push myself to learn new tools and processes.

### **LOUD3R INC.**

Front End Developer  
2011 - 2012

Building frontend MVC client applications with html5, css, javascript, backbone.js. I lead The frontend engineering and user experience design to build a web application that created a modern MVC framework which eventually became something similar to React.