KENNETH FISCHER

Senior Product Designer | Strategic UX/UI | Design Systems | AI-Assisted Product Workflows

PROFESSIONAL SUMMARY

Senior Product Designer and design leader specializing in complex, data-heavy enterprise products, from herd analytics in animal health to Mac provisioning in IT. Leads ambiguous initiatives from problem framing and research through interaction design, scalable design systems, prototyping, accessibility, and implementation—partnering closely with Product, Engineering, and business stakeholders. Combines hands-on design craft, systems thinking, strategic leadership, front-end fluency, and AI-assisted workflows to influence product direction, accelerate decision-making, and connect user needs to measurable business outcomes.

CORE PRODUCT DESIGN SKILLS

Strategic UX/UI Design • Product Strategy • Problem Framing • End-to-End Product Experience • UX Research & Synthesis • Information Architecture • Journey Mapping • Interaction Design • Prototyping • Usability Testing • Design Systems • Component-Based Design • Accessibility & Inclusive Design • Stakeholder Alignment • Cross-Functional Collaboration • Engineering Handoff • Front-End Fluency • AI-Assisted Product Exploration • Prompt-Led Concepting

EXPERIENCE

Digital Product Designer, UX/UI | Zoetis Inc., Tech & Digital Team - Remote | 2022 - 2026

Served as lead designer for enterprise digital product initiatives, responsible for end-to-end UX/UI strategy, product problem framing, research, prototyping, stakeholder alignment, accessibility, design systems, and engineering handoff.

- Led end-to-end product design for enterprise SaaS initiatives, translating complex business requirements, stakeholder priorities, and user needs into clear, scalable product experiences.
- Served as the sole product designer and lead design partner across product, engineering, business, and subject-matter expert teams to align priorities, define workflows, reduce ambiguity, and improve platform usability.
- Designed and supported Dairy Wellness Optix, a SaaS herd management platform that delivered $1.06M in realized uplift in 2025 (132% of target) toward a $4.2M two-year goal, by transforming complex herd data into clear, actionable insights.
- Designed Virtual Recall's centralized Agent Hub for two-way messaging across web chat, SMS, WhatsApp, and LINE, helping veterinary teams manage client conversations more efficiently, reduce fragmented communication, and support stronger client engagement.
- Defined information architecture, user flows, workflow logic, interaction models, prototypes, and design specifications for complex veterinary and livestock management workflows.
- Conducted and synthesized UX research, including persona development, journey mapping, usability testing, preference testing, stakeholder interviews, and SME input to validate direction and reduce product risk.
- Created scalable UI patterns, reusable components, responsive states, and design documentation to improve product consistency and support future platform expansion.
- Partnered closely with engineers using front-end fluency, component-based thinking, and AI-assisted workflows to improve feasibility, accelerate iteration, and support smoother handoff from design to implementation.

Digital Product Designer, UX/UI - Freelance / Contract | Fischer Branding Consultancy - Roxbury, NJ | 2019 - 2022

- Delivered UX/UI, branding, web, and digital design initiatives for client partners, translating business goals into intuitive, high-impact digital experiences.
- Redesigned the Pioneer Packaging Inc. website into a stronger B2B sales tool, improving product presentation, clarifying calls to action, and increasing customer inquiries through the website.
- Partnered with Carbon Technologies on enterprise product design, defining UX flows, product behavior, interface structure, and visual systems aligned to strategy and implementation needs.
- Improved information architecture, navigation, and user paths across multi-page platforms to reduce friction, improve discoverability, and create clearer user journeys.
- Worked directly with clients, developers, and project stakeholders to support design fidelity, implementation feasibility, and smoother handoff from concept through launch.

Design Director, UX/UI & Brand Strategy | That's How We Roll, LLC - Montclair, NJ | 2013 - 2020

- Led digital design, UX/UI, and brand strategy across three national CPG brands: Thinsters, ParmCrisps, and Dippin' Chips, supporting web, eCommerce, packaging, retail, and marketing touchpoints.
- Directed the ParmCrisps rebrand, strengthening premium brand perception and contributing to a 40% increase in sales.
- Created consumer-facing digital and brand experiences that improved product storytelling, supported sales initiatives, and helped expand national market presence.
- Managed two freelance designers, photographers, outside agencies and print vendors, owning timelines and print runs from rebrand through launch, including the web design process.
- Developed scalable design workflows, style guides, and brand systems to support consistent execution across digital, retail, social, and packaging channels.

SELECTED PRODUCT & BUSINESS IMPACT

- Dairy Wellness Optix: Led product design for an enterprise SaaS herd management platform that delivered $1.06M in realized uplift in 2025 (132% of target) toward a $4.2M two-year goal, by transforming complex herd data into clear, actionable insights.
- Virtual Recall: Designed a centralized Agent Hub for two-way messaging across web chat, SMS, WhatsApp, and LINE, helping veterinary teams reduce fragmented communication and improve client follow-up workflows.
- CarbonProvision: Designed an enterprise Mac provisioning experience that reduced setup time from 20-30 minutes to 9-10 minutes and reduced provisioning errors by over 90%.
- Pioneer Packaging Inc.: Redesigned the website into a stronger B2B sales tool, improving product presentation, clarifying calls to action, and increasing customer inquiries through the website.
- ParmCrisps Rebrand: Directed the brand redesign to strengthen premium product perception, contributing to a 40% increase in sales.

TECHNICAL PROFICIENCIES

Design & Prototyping: Figma, FigJam, Adobe Creative Suite, Webflow, Framer, interactive prototyping, component-based design, responsive UI systems

Front-End Fluency: HTML5, CSS, JavaScript; comfortable partnering with engineering on responsive behavior, component logic, interaction details, design specs, and implementation feasibility

Research, Analytics & AI: Hotjar, Google Analytics, Claude, ChatGPT, Figma Make; AI-assisted research synthesis, prompt-led concept exploration, content iteration, translation support, prototype exploration, and design workflow acceleration

EDUCATION & TRAINING

Certificate in UI/UX Design & Front-End Development: Thinkful / Bloc.io | 600+ hour bootcamp | 2018 - 2019

Certificate in Web Design & Web Development: Millennium Solution Focus, Inc. | 250+ hour course | 2013 - 2014

BFA, Branding Design: Fashion Institute of Technology, State University of New York | New York, NY | 1997 - 1999

AAS, Advertising Design: Fashion Institute of Technology, State University of New York | New York, NY | 1995 - 1997