



# KENNETH FISCHER

UX / UI / Visual Designer

## User-centric Product Designer with a significant history in visual design and art direction.

Self-motivated, reliable and passionate creative with the capacity to facilitate user centric research and iterations to ensure empathy and end-user solutions. Excellent written and verbal communication skills with proficiencies in delivering dynamic presentations, effectively conveying complex concepts in a simple manner, and forming concrete relationships with executives, peers, and clients. Highly organized and adaptable with a strong attention to detail, time management skills, strategic thinking and the capability to thrive within fast-paced and high-pressure environments.

## Experience

2019 - Present

### UX / UI / Visual Designer / Frontend Dev.

#### Fischer Branding Consultancy - Roxbury, NJ

Deliver high-quality strategic and creative digital product solutions through user-centered design principles such as; User Experience "UX", User Research, UX Strategy, Wireframes, Low and High-Fidelity Mockups, Information Architecture, Rapid Prototypes, Usability Testing as well as User Interface Design "UI Design", Design Systems, Branding, Interactive Web Design and Frontend Development. Maintaining client satisfaction through consistently delivering user friendly products, managing strict deadlines and supersede client expectations throughout the product development.

#### Selected Achievements:

- Lead UX/UI Designer for Carbon Technologies on several applications built for their high-profile clients.
- Remain up-to-date with certifications to ensure that I am providing the most effective user-friendly digital product designs for my clients.

2013 - 2020

### Design Director

#### That's How We Roll, LLC - Montclair, NJ

Responsible for producing best in class creative solutions for the company and its several brands. As a hands-on Design Director time was split between execution and directing external creative contractors and occasionally agencies. This was accomplished while ensuring and strictly maintaining brand standards, timelines as well as adhering to budgets. As the sole internal creative I was in charge of research, leading design presentations and providing iterations and updates to the marketing team and upper management.

#### Selected Achievements:

- Successfully created three national brands (Thinsters, ParmCrisps, and Dippin'Chips).
- As the sole internal creative in a fast-paced environment, I maintained all digital and print creative for the company's brands.

2012 - 2013

### Graphics Design Director

#### NUK-USA, LLC - Tarrytown, NY

Directed the entirety of project lifecycles through managing a team of approximately six freelancers, developing key creative concepts, maintaining client-set standards, upholding consistent branding, racking timelines, and supervising billing/budgeting. Garnered a wide variety of clientele by offering various design services, including packaging, print ads, and production-ready artwork. Formed long-lasting relationships with internal marketing teams and upper management through attending regular design presentations and facilitating consistent communications.

#### Selected Achievements:

- Leading a design team of six through a complete brand re-design as well as flushing the new design to all of the 550 international SKUs in less than six months. This initiative directly led to increased sales across the brand.

## Education

1997 - 1999

### BFA in Branding Design

Fashion Institute of Technology, State University of New York, New York City

1995 - 1997

### AAS in Advertising Design

Fashion Institute of Technology, State University of New York, New York City

## Certificates

2018 - 2019

### Certification in UI/UX Design & Front-End Development

Bloc.io 600 + hours Bootcamp

2013

### Certification in Web Design & Web Development

Millennium Solution Focus, Inc. 250 + hours

## Areas of Emphasis

### User Experience

★★★★ | Advanced

### User Interface Design "UI Design"

★★★★ | Advanced

### Product Design

★★★★ | Advanced

### Visual / Graphic Design

★★★★ | Expert

### Art Direction

★★★★ | Expert

### Wireframe / Mockup / Prototype Design

★★★★ | Advanced

### User Research and Analysis

★★★★ | Skilled

### Project Management

★★★★ | Advanced

### Front-End Dev. (HTML 5 / CSS / JavaScript)

★★★★ | Capable

## Technical Proficiencies

Adobe Creative Suite (Illustrator, Photoshop, XD, InDesign, Dreamweaver); Figma, Sketch, Invision, HTML 5 / CSS, Javascript, GitHub

## Highlighted Projects

### ParmCrisps: Re-Design and Re-Branding

Creative direction and design the re-branding from initial iterations to the final printed production artwork. The re-brand helped the brand communicate a more premium appearance while at the same time communicating its simple ingredients. The re-brand directly increased sales by 40%

### Boomerang Responsive Web Application

UX Strategy & Design from the initial iterations to high definition prototype for the cloud storage application as well as product brand identity, user research & UI design.

### Carbon Technologies Provisioning

**Application** Complete responsibility for successful launch of a large-scale provisioning application for a high-profile corporation. The process encompassed User Research, UX Strategy, A/B Testing, UI Design & Product Development Team Direction

## Contact Info

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