

Austin Fisher

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www.austinfisher.ca

WRITER | UX DESIGNER | SOCIAL MARKETER

<https://medium.com/@AustinRFisher>

PROFESSIONAL SKILLS

- Writing and Copy Editing
- Research and Proofing
- Storytelling
- User Experience (UX) Design
- Agile Workflow
- User-Centric Thinking
- Wireframing / Prototyping
- SEO Marketing
- Social Media Marketing
- Online Content Creation
- Public Speaking
- Project Management

TECHNICAL SKILLS

- Adobe Creative Suite CC
- Sketch
- Invision / Balsamiq
- HTML / CSS & Javascript
- Unity Programming (Java & C#)
- Audio Production
- Videography & Animation
- Microsoft Office Suite
- Mac & PC Proficient

WORK EXPERIENCE

UX Researcher / Web & Print Content Creator — Intern

Institutional Analysis and Planning | University of Waterloo | 2016

- Created and edited copy in the Strategic Plan for stakeholders & UW President's Office (*InDesign*)
- Conducted usability tests on department website, editing copy (*UW Content Management System*)
- Applied design thinking to documents for improved readability (*Photoshop, Illustrator*)

Writer / Blogger | "UXdesign.cc" & "The Ascent" | Medium Publications | 2016-present

- Created relevant, engaging articles on UX, tech, case studies, and lifestyle
- Achieved front page of Medium with "Snap Inc. – The New Snapchat and What That Means for UX"
- Accumulated over 13,000 views, 7,000 full reads, and 300 claps

Writer / Founder | "UX in the World" Podcast | 2017-present

- Researched and discussed latest trends in UX design, creating a conversational narrative
- Wrote, recorded, and edited original content, produced and exported using Ableton Live software

Vice-President Academics | GBDA Society | University of Waterloo | 2016-2017

- Collaborated with campus admin, planning learning sessions, social events, and student initiatives
- Advertised for events through multiple social media channels, increased page traffic by 120%

DESIGN PROJECTS

Emerge (Art Installation | 2017)

Using Agile workflow, I created a business plan and prototypes for a chair installation in emergency waiting rooms that calms and relaxes patients with natural visuals.

Seize the Data (Educational Game | 2016)

Working with our client, MediaSmarts, I developed an online game and branding material to educate youth and families on proper online privacy practices.

Quick Click (RSA Design Submission | 2017)

Using Agile workflow, I created a recyclable dispenser to disrupt the toothpaste tube industry while addressing the circular economy.

Cubby (Iterative Project | 2016)

Using Agile workflow, I created an interactive shelf that connected families together for our client in Hong Kong.

EDUCATION

Bachelor of Global Business and Digital Arts (BGBDA) | University of Waterloo | 2017

- 4x Dean's Honours List Recipient
- Promoted, advertised, and represented the program as Campus Ambassador

Social Media Marketing Certificate | Hootsuite | 2017

- Optimizing content for maximum reach on various social media
- Creating for user engagement and interactivity