

Self-motivated and end-user-focused professional with a significant history in visual design, art direction, and marketing.

Reliable and passionate leader with the capacity to drive collaborative efforts to promote organizational excellence, personal/team development, and high-quality materials. 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, and the capability to thrive within fast-paced and high-pressure environments.

Recent Experience

THAT'S HOW WE ROLL, LLC New Jersey
Design Director 2013 to Present

Deliver top-of-the-line designs and creative solutions through directly heading projects from concept to completion as well as executing package, print, web, and promotional material development while creating production-ready artwork (including graphics and illustrations). Establish that clients are satisfied with end-results by strictly maintaining set standards in conjunction with branding and heading design progress presentations for clients/marketing teams. Streamline organization functionality through offering hands-on art direction and mentoring as well as managing budgets and timelines.

Selected Achievements:

Successfully created and established three brands (Thinsters, ParmCrisps, and DippinChips) through working in conjunction with the marketing team.

LINX CREATIVE New Jersey
Creative Lead & Business Manager 2007 to Present

Manage project and business growth by developing a wide range of materials, including graphics, illustrations, mechanicals, packaging, print ads, promotional materials, etc. Drive client satisfaction through consistently delivering high-quality products, maintaining strict deadlines, and meeting client needs/wants throughout the project. Head administrative operations by handling billing, budgeting, and scheduling.

Selected Achievements:

Provided design services to multiple high-profile corporations, including Bacardi and Colgate.

NUK-USA, LLC New Jersey
Graphics Design Manager/Director 2012 to 13

Directed the entirety of project lifecycles through managing a team of about seven freelancers, developing key creative concepts, maintaining client-set standards, upholding consistent branding, tracking 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:

Increased sales through completely overhauling and fleshing-out the design for all 550 SKUs in less than four months.

Additional Experiences

Cadbury Adams USA, LLC New Jersey
Packaging & Brand Design Director 2003 - 07

HMS Design, Inc. Connecticut
Senior Consumer Packaging & Brand Designer 2002- 03

Gianninoto Associates, Inc. New York City
Senior Consumer Packaging & Brand Designer 1999 - 01

Areas of Emphasis

- Visual and Branding Design
- Creative Direction
- Product Management
- User Research & Analysis
- Front-End Development
- Project Management

Education & Skills

Certification in UX/UI Design & Front-End Development 2018-19
Bloc.io 600 + hours

Certification in Web Design & Web Development 2013
Millennium Solution Focus, Inc. 250 + hours

BFA in Packaging & Branding Design

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

AAS in Advertising Design

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

Technical Proficiencies

Adobe CC (Illustrator, Photoshop, XD, InDesign, Dreamweaver); Figma; Sketch; Microsoft Office Suite; HTML 5; CSS; Javascript & GitHub (open to and experienced in using others).

Highlighted Projects

BrandReactive Web App

UX design and front-end development of website, UX strategy for back-end management web app **used to scale guest services & communication for independent hotels.**

BusyBus Mobile App

Led concept-to-production product design cycle for mobile public transit tracker. Followed lean startup, highly iterative process with user data and insights informing design decisions.

Boomerang Responsive Web App

UX strategy & design **for the concept prototype of the cloud storage app. As well as product brand identity, user research & UI design**

Carbon Technologies Provision App

Complete responsibility for successful launch of a large-scale provision app for a high-profile corporation. User research, UX strategy, user testing, design & dev direction.

Contact Info

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