



**KENNETH FISCHER**  
UX/UI Branding Designer

## 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  
Design Director

New Jersey  
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  
Creative Lead & Business Manager

New Jersey  
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  
Graphics Design Manager/Director

New Jersey  
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  
Packaging & Brand Design Director

New Jersey  
2003 - 07

HMS Design, Inc.  
Senior Consumer Packaging & Brand Designer

Connecticut  
2002- 03

Gianninoto Associates, Inc.  
Senior Consumer Packaging & Brand Designer

New York City  
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 / UI / Frontend design and development of the website. This was created as an agency web sight focusing on digital UX / UI / Branding Services.–

#### 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 from the initial concepts to prototyping 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

Roxbury, New Jersey 07850

LinkedIn: <https://www.linkedin.com/in/kenneth-fischer-4514724/>

[ken@FischerBranding.com](mailto:ken@FischerBranding.com)

[FischerBranding.com](http://FischerBranding.com)