WILL FIFER

DESIGNER. DEVELOPER. SWISS ARMY MAN.

Brooklyn, NY
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MIXO – NEW YORK, NY

Product Design Lead | Aug 2021—Present

- Own end-to-end product design: user research, prototyping, user testing, UI design, requirements gathering, QA
- Work directly with Chief Product Officer on discovery and growth
- Leverage hands-on development experience to communicate and collaborate with engineers to create viable solutions
- Take broad responsibility for creative and design efforts well outside the scope of product design, including: logo design, verbal identity, marketing assets and illustration
- Shipped: full-featured video recipe creation tool, video feed with structured recipe data, table-stakes social features (like, comment, save), user profiles, search and discovery, illustrated delighters, tipping via Stripe integration

CORE – NEW YORK, NY

Product Designer + UX Engineer | Feb 2021—Jul 2021

- Conducted user interviews and qualitative user testing with fitness instructors to develop experimental features
- Worked cross-functionally to identify product growth opportunities
- Created and maintained design system parity across design tools and code
- Led both the design and front-end teams, creating open channels of communication and mentorship
- Shipped: a portal for fitness instructors to manage content and clients, video and text based fitness sessions, ratings and feedback, advanced programming and challenges

IDEALIST – NEW YORK, NY

Product Designer + UX Engineer | Jan 2019—Feb 2021

- Worked with Director of Product and Technical Lead to create product requirements and priorities
- Advocated for and implemented both a design system and an accessibility overhaul
- Collaborated with product managers to design user studies, implement analytics and act on findings
- Shipped: volunteer opportunity aggregator, custom CMS, graduate school directory, salary survey, applicant tracking system, remote work posting and search, employment profile, resume database, partner integrations, notifications

THIRST STUDIOS – MELBOURNE, AUSTRALIA

UX Designer + Front-end Developer | Sep 2016—Jan 2020

ADVERTISING DESIGN – FIT, NEW YORK, AUG 2012–MAY 2013

COMMUNICATION DESIGN – FIT, NEW YORK, AUG 2011–MAY 2012

ELECTRICAL ENGINEERING – STEVENS, HOBOKEN, AUG 2004–MAY 2007

SKILLS

- JavaScript
- CSS
- HTML
- React
- Vue
- Svelte
- Adobe Suite
- Figma
- Chiffonade