



# WILL FIFER

DEVELOPER. DESIGNER. SWISS ARMY MAN.

Brooklyn, NY  
631.921.7748  
wfifer@gmail.com  
willfifer.com



## THIRST STUDIOS – MELBOURNE, AUSTRALIA & NEW YORK

Front-end Developer & UI Designer | Sep 2016—Present

- Build websites and web applications with an emphasis on usability and accessibility
- Lead the translation of user research to effective products through interface design and development
- Embrace the evolving technological landscape, integrating new frameworks, APIs and methods in a resilient and progressive way
- Work with clients from project inception to launch, giving voice to both aesthetic and technical concerns
- Proudly represent the values of a B Corporation, imbuing all work with a sense of ethics and community
- Engage in interagency, Agile processes to develop applications, often remotely without sacrificing communication or efficiency

## FREELANCE & RED FOX STUDIOS, LLC – NEW YORK & MELBOURNE, AUSTRALIA

Designer & Developer | Aug 2011—Present

- Produce work across a variety of media, often seeing projects from ideation to content curation
- Work both remotely and in-house, with clients including international real estate companies, advertising agencies, art galleries, indie theatres, fintech start-ups and musicians
- Engage in regular pro bono work, recently with GO Campaign and Change It Ourselves (Australia)

## ELLE ESSE – NEW YORK

Designer & Developer | Jun 2013—Dec 2015

- Conceptualized and executed projects using the full spectrum of design, including print, environmental, motion, packaging and interactive

## ADDITIONAL WORK

- Developed a portfolio website with Vue.js, using Craft CMS headless as an API  
url: willfifer.com • github: wfifer/portfolio
- Created a social photo album web app, which included a ground-up MVC built with Ruby on Rails  
url: fotog.herokuapp.com • github: wfifer/photo-app



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

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

## OTHER EDUCATION

Visual Communications — SUNY Farmingdale, Aug 2010–May 2012

Electrical Engineering — Stevens Institute of Technology, Aug 2004–May 2007



## SKILLS, APPS & ACRONYMS

- JavaScript (ES6)
- SCSS
- HTML
- React + Redux
- React Native
- Vue.js
- Adobe Suite (10+ years)
- Sketch
- Chiffonade