

WILL FIFER



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DESIGNER. DEVELOPER. SWISS ARMY MAN.

THIRST STUDIOS – MELBOURNE, NEW YORK

Sr Designer & Developer | Sep 2016—Present

- Oversaw an in-house design department in addition to a roster of freelancers, fostering a spirit of collaboration while encouraging the growth of new talent
- Conducted interviews, created strategic briefs, assembled pitches and made presentations to the acclaim of the presidents and CEOs of New York's top companies

RED FOX STUDIOS – NEW YORK

Designer & Developer | May 2018—Present

- Worked on a wide range of projects across all media both remotely and in-house as a contractor; clients included international real estate companies, advertising agencies, art galleries, indie theatres, fintech start-ups and musicians

FREELANCE – NEW YORK, MELBOURNE

Designer & Developer | Aug 2011—Present

- Worked on a wide range of projects across all media both remotely and in-house as a contractor; clients included international real estate companies, advertising agencies, art galleries, indie theatres, fintech start-ups and musicians

ELLE ESSE – NEW YORK

Sr Designer & Developer | Jun 2014—Jan 2016

- Oversaw an in-house design department in addition to a roster of freelancers, fostering a spirit of collaboration while encouraging the growth of new talent
- Conducted interviews, created strategic briefs, assembled pitches and made presentations to the acclaim of the presidents and CEOs of New York's top companies

Designer & Developer | Jun 2012—May 2014

- Conceptualized and executed projects across the full spectrum of design, including print, environmental graphics, packaging and interactive
- Worked closely with print shops, die-cutters, craftsmen and vendors to ensure production that was faithful to our vision and transcended clients' expectations

ADVERTISING DESIGN – FASHION INSTITUTE OF TECHNOLOGY (FIT), NEW YORK, AUG 2012–MAY 2013

COMMUNICATION DESIGN, ASSOCIATE OF APPLIED SCIENCE – 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

APPLICATIONS

- Adobe Photoshop CC
- Adobe Illustrator CC
- Adobe InDesign CC
- Adobe Animate CC (Flash)
- Adobe After Effects CC

LANGUAGES

- HTML5
- CSS/SCSS
- Javascript
- PHP

FRAMEWORKS

- React
- React Native
- Vue