

LINDSEY FISHER

PRODUCT DESIGNER
DESIGN SYSTEMS

Phone
859.401.2366

Email
lindseyleanne.jones@gmail.com

Website
www.lindseyleanne.com



15358 Declaration Drive
Westfield, IN 46074

ABOUT

I am an experienced Product Designer of Design Systems with a decade of experience consulting with enterprise businesses in the SaaS and B2B space.

I am a systems thinker and consider how every element within the user experience connects to larger workflows and systems. I strongly believe that good design solves more problems than it creates and that customer-understanding and data are the foundation to strong solutions.

SKILLS

- UI/UX Design in Figma
- Information Architecture
- Design Systems & Tokens
- User Research & Personas
- Design Thinking
- Heuristic Evaluation
- Usability Testing
- Rapid Prototyping in Protopie
- CSS, HTML, JSON, ReactJS
- Sketch
- Adobe Photoshop
- Webflow
- Wordpress

EXPERIENCE

2018 - Present
www.shift.io
Boston, MA

Senior Product Designer, Design Systems

Creation and maintenance of product design system and leadership of design strategy across five products. Conduct user research, create personas, journey maps, wireframes, interactive prototypes and visual designs. Maintain design tokens and components across color themes. Collaboration with product managers, engineering, and marketing team.

2020-Present
www.fertilitywise.com
Toronto, ON

Director of Product Design

Defining information architecture and user experience direction as well as organizing data and research strategies to inform decision making and measure outcomes of new health tech platform. Building team alignment around design direction and coordinating with engineering for implementation and usability testing.

2013-2021
aerointeractive.com
Indianapolis, IN

Founder, Director of Product Design

Coordinating and managing web and product design across all client accounts. Articulating and validating design strategy and vision internally and externally Providing org-wide design leadership.

EDUCATION

2009-2011
B.A. Media Communications,
Interactive Media
Asbury University
Summa Cum Laude

REFERENCES

Nicole Ettenhoffer
VP, Growth & Strategy
Orion Photo Group

nettenhofer@orionphotogroup.com
773.569.0035

Maryanna Basic
CEO
Fertilitywise

maryannabasic@fertilityhealthtech.com
416.668.7744