

LINDSEY FISHER

PRODUCT DESIGNER
DESIGN SYSTEMS

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ABOUT

I am an experienced Product Designer of Design Systems with over 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
- Design Systems & Tokens
- User Research & Personas
- Design Thinking
- Product Data Analysis
- Information Architecture
- Heuristic Evaluation
- Usability Testing
- Rapid Prototyping in Protopie
- Storybook
- ReactJS, CSS, HTML, JSON
- Sketch, Photoshop
- Webflow, Wordpress

EXPERIENCE

2018 - Present
shiftmedia.io
Boston, MA

Lead Product Designer, Design Systems

Product Design Lead and Design System Owner across five products and 34 major feature releases. Conduct user research, create personas, journey maps, wireframes, interactive prototypes and visual designs. Maintain design tokens and components across color themes. Collaboration with product management, engineering, and marketing teams to drive forward product initiatives.

2020 - Present
Fertilitywise
Toronto, Canada

Lead Product Designer

Lead Product Designer of Fertilitywise membership platform MVP. Creation of product roadmaps, high-fidelity mockups, interactive prototypes and early UI libraries. Managed and coordinated junior designers, design deliverables. Owner of product requirements and facilitator of strategy conversations between product, engineering, and stakeholders.

2013-2021
aerointeractive.com
Indianapolis, IN

Founder, Director of Product Design

Partner alongside globally and nationally recognized clients to build engaging and high-performing websites and platforms. Speciality in coordinating and managing UX 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

REFERENCES

Nicole Ettenhoffer
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Orion Photo Group

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