ANDREW JOHN FISHER

CONTACT

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EDUCATION

B.F.A. Advertising & Graphic Design — Columbus College of Art and Design

CERTIFICATIONS

- PSM I
- PSU I
- PSPO I

SKILLS

- Design Thinking
- UX/UI Design
- Design Systems
- Design Ops.
- Creative Direction
- Interaction Design
- Figma / Sketch / Axure RP
- Adobe Creative Suite
- Mural & Miro
- UserTesting.com
- Information Architecture
- Accessibility
- Responsive Design
- Graphic Design
- Typography
- Color Theory
- Workshop Facilitation
- UX Research
- Presentations

PROFILE

Andrew is a passionate problem solver, design systems designer and digital strategy expert. He has many years of experience leading design operations and digital strategy from the ground-up within enterprise organizations. His diverse agency, in-house marketing, freelance and consulting background allows him to quickly adapt to existing teams. He enjoys creating user centered, easy-to-use, visually striking experiences that solve business problems. Andrew's passion for design has been applied to retail, restaurant, healthcare, Pharma, education, travel & tourism, insurance, and financial services accounts.

EXPERIENCE

UX Architect at Insight | January 2019 – Present

Leverage industry knowledge, intrinsic empathy and usability research insights — to design and develop meaningful, disruptive, and accessible digital solutions.

- Lead ground-up design operations for a Fortune 100 GPO client and helped establish organization-wide best practices for building accessible user centered designs

- Increased user satisfaction by 49.25% by utilizing a user-centered research & design approach on an all new Member Experience Platform for a Fortune 100 GPO client

- Provided group creative direction across teams with weekly discussions focused on usability of interaction designs, UI consistency, and accessibility best practices

- Created and partnered in establishing the governance strategies for multiple enterprise design systems

- Lead UX strategy & design of the Claims Core UI Design System across multiple SCRUM teams on a massive SAFE Agile project for an OH based Fortune 100 insurer. To-date, 69 applications utilize CoreUI and 7 other platforms outside of claims — enabling org-wide design and build efficiency with built-in WCAG accessibility best practices

- Surface and document user needs through interviews, surveys, rapid prototyping and usability observations

- Create balance amongst dev team expertise, stakeholder requirements, client budgets, and feature requests to deliver usability improvements and savings to the business

- Consult with Product Owners to organize and align our teams on user feedback, process, community culture, and design resources to create impactful, functional user experiences

Associate Creative Director at Homeside | October 2017 – November 2018

Defined and executed creative strategy and innovation of our customer brand experience to support business goals alongside executive leadership.

- Reshaped UX and creative strategy of our proprietary loan application, PersonalApply™— resulting in $145MM in funded application volume in less than 10 mo. since launch (personalapply.com)

- Designed and directed implementation of our PersonalApply rating stats app—delivering 98% positive ratings from loan applicants

- Maximized company-wide efficiency by directing creative execution of an internal platform organizing self-service resources and common reference material for our 500 employees nationwide

- Facilitated transparency between Loan Officer's and their Realtors to maintain valuable relationships. Created a mobile app solution for Realtors to easily track loans and customer status updates—Realtime™

- Lead our digital product teams in strategic problem solving from product conceptualization, build and testing, through delivery—and implementation of our solution(s)

Design Director at ZoCo Design | February 2017 – October 2017
Lead design team of 3 in conceptualization and realization of design strategy, digital product innovation, branding, and brand communications.

- Delivered thought leadership in user experience strategy and componentized design, reshaping company process and delivery of branded digital design experiences

- Clearly articulated strategic design decisions while presenting work to persuade client stakeholders for buy-in on our creative strategy

- Identified areas of improvement in the production team and client services—delivered and implemented solutions to address priorities

- Built a scaleable, repeatable estimating process to scope projects accurately, deliver solutions on-time and on-budget—driving greater profit-margin

Director of Design at Fine Citizens | September 2013 – December 2016
Led the conceptualization and realization of every experience produced by our agency—team of 12. Digital products and brand communications.

- Transformed agency with inspired thought leadership and built an award winning team with world-class design solutions—doubling (2x) revenue

- Yielded 100% on-time, on-budget design deliverables by carefully reviewing project scope to produce accurate estimates and overseeing plus contributing to production

- Achieved a 60% conversion increase and quadrupling (4x) of year-over-year revenue production for a major client, ROI above & beyond expectations

- Strong planning skills & creative approach delivered a 70% profit margin for the agency on a major client engagement

- Directly mentored design team of 4, shaping their professional growth and establishing a stronger, more confident team—managed / negotiated all creative design related vendor relationships