



KENNETH FISCHER

UX / UI / Digital Product Designer

User-centric Senior Product Designer with 25+ years of experience in UX/UI, Product Design, and branding. Adept at leveraging Research-driven methodologies and Design Thinking while leveraging AI to create seamless, scalable experiences that drive engagement and revenue.

Experience

Senior Digital Product Designer (UX/UI)

2022 - Present

Zoetis Inc. - Parsippany, NJ

- Lead end-to-end product design for multiple enterprise-scale initiatives, delivering intuitive, accessible (ADA-compliant) UX/UI solutions rooted in Design Thinking and user-centered methodologies
- Architect scalable design systems, functional prototypes, and conceptual frameworks to support both internal tools and client-facing SaaS products
- Conduct user research and usability testing, including A/B tests, persona development, and journey mapping to validate concepts and optimize user flows, resulting in increased engagement and efficiency
- Collaborate cross-functionally with product managers, engineers, and stakeholders in an agile environment to align business goals with user needs and technical constraints
- Apply interaction design and information architecture principles to streamline navigation, reduce cognitive load, and enhance overall user experience across complex workflows

Digital Product Designer (UX/UI) Contract

2019 - 2022

Fischer Branding Consultancy - Roxbury, NJ

- Worked on end-to-end UX/UI and branding initiatives for web and SaaS applications transforming business goals into intuitive, high-impact digital experiences
- Designed and delivered responsive websites for clients such as Pioneer Packaging Inc., applying user research, prototyping, usability testing, and ADA-compliant accessibility standards
- Collaborated with Carbon Technologies to align digital product design with brand strategy, streamline user flows, and maintain visual consistency
- Conducted information architecture audits and navigation redesigns to reduce friction and improve discoverability in complex, multi-page platforms
- Maintained up-to-date certifications in UX, design systems, and usability to implement modern, effective tools and practices across all engagements
- Worked cross-functionally with developers, stakeholders, and external teams to ensure seamless implementation and design fidelity through handoff

Design Director (UX/UI & Brand Strategy)

2013 - 2020

That's How We Roll, LLC - Montclair, NJ

- Led end-to-end digital and brand strategy for three national CPG brands: Thinsters, ParmCrisps, and Dippin' Chips across web, mobile, eCommerce, and packaging platforms
- Spearheaded rebranding initiatives that directly contributed to double-digit sales growth and expanded national market presence
- Oversaw the design and production of all consumer-facing assets, ensuring consistent brand execution across digital marketing, social media, web content, and retail touchpoints
- Partnered with cross-functional teams: product, sales, and marketing to align visual design with business objectives and emerging customer insights
- Introduced scalable design workflows and style guides to support brand expansion into new retail and digital markets

Core Skills

End-to-End Product Design; UX Research & Strategy; UI/UX Design; Wireframing, Prototyping & Mockups; Interaction Design (IxD); Design Systems & Style Guides; Accessibility (ADA) & Inclusive Design; Information Architecture & User Journey Mapping; A/B & Preference Testing; Persona Development; Visual Design & Art Direction; Stakeholder Collaboration & Project Management

Technical Proficiencies

- **Design & Prototyping:** Figma, Adobe Creative Suite, Webflow, Framer
- **Front-End Development:** HTML5, CSS, JavaScript
- **User Research & Testing Tools:** Maze, Hotjar, Google Analytics, ChatGPT

Education

Certificate in UI/UX Design & Front-End Development

2018 - 2019

Thinkful.com: 600 + Hours Bootcamp "Formerly Bloc.io"

Certificate in Web Design & Web Development

2013 - 2014

Millennium Solution Focus, Inc.: 250 + Hours Course

Bachelor of Fine Arts in Branding Design

1997 - 1999

Fashion Institute of Technology, State University of New York, New York City

Associate of Applied Science in Advertising Design

1995 - 1997

Fashion Institute of Technology, State University of New York, New York City

Highlighted Projects

- **ParmCrisps Rebranding:** Led the redesign to enhance premium brand perception, resulting in a 40% increase in sales.
- **Dairy Wellness Optix App:** Led the Product Design process for a Zoetis SaaS herd management system anticipated to increase incremental sales to over \$1million.
- **Carbon Technologies Provisioning App:** Full UX research, A/B testing, UI design, and development oversight for an enterprise-level application. The app reduced system setup from a highly variable time window of 20-30 minutes to a very consistent window of 9-10 minutes and also reduced errors during provisioning by over 90%

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