

JIM FISHER

Seasoned, skilled, and highly adaptable **Senior Graphic Designer** specializing in creative visuals, production work, and creative management.

213.304.1469 • JIMFISHERCREATIVE.COM • LOS ANGELES

PROFESSIONAL SUMMARY

As a seasoned graphic design professional, I bring an extensive background in enterprise-level marketing design and production workflows. With a passion for organization and attention to detail, I deliver high-quality marketing assets on time, on message, and on brand.

My creative skills are rooted in a thorough and intuitive understanding of typography, color theory, visual composition, and messaging hierarchy. My strong communication skills help me coordinate and collaborate with creative teams, developers, project managers, vendors, and stakeholders to achieve project goals and meet tight deadlines, often in fast-paced scenarios, and always while maintaining brand guidelines.

CAREER HIGHLIGHTS

I was a critical part of the marketing team that brought Age of Learning to the forefront of the edtech industry. I've consistently produced creative assets that increased sales and elevated brand integrity. I've provided team leadership, creative direction, and project management for a range of creative teams throughout my career. I've developed and managed production systems along with asset and resource libraries for an enterprise-level marketing department. I've collaborated with colleagues and stakeholders to develop effective design strategies and solutions, and provided robust production support for a wide variety of marketing projects.

WORK HISTORY & EXPERIENCE

Freelance Designer • Los Angeles, CA • May 2024 – Present

Professional creative development projects including:

- Presentation design using **PowerPoint** and **Keynote**
- Website design and production using **WordPress**
- Photography, videography, and editing using various apps

Senior Designer • Age of Learning • Glendale, CA • August 2014 – April 2024

- Provided **onboarding, mentorship, and creative direction** for a diverse creative team; instructed new hires on **workflow standards** and **brand aesthetics**; reviewed junior designers' work and provided **creative criticism and feedback**
- Produced marketing graphics for **social media campaigns** and digital ad platforms; **resized and reformatted creative assets** for various channels in a wide range of sizes
- Created successful **ad campaign designs** that generated over **three times the subscription average** and increased **brand awareness**
- Iterated on web designs and ad designs for frequent **A/B testing** campaigns
- Managed the **enterprise Figma** portal for an enterprise-level marketing department
- Created and organized **master documents** in **Figma** for all marketing mockups for several website properties
- **Collaborated directly with executives and stakeholders** to review and revise designs for high-level **marketing campaigns** and **product launches**
- Developed and maintained **digital asset management** systems and **style guides** on **Xinet** and in **Figma**, as well as resource libraries on the department **Confluence** system
- Created app store graphics for products on Apple and Google platforms, in a full array of sizes for various devices, using **Adobe Photoshop** and **Figma**
- Created, updated, and resized print ads for various publications, vendor initiatives, and direct mail pieces using **Adobe InDesign**
- Performed regular **design and content updates** on websites, refreshing visual and **UI design** and **updating important content**; worked closely with project managers to ensure the accuracy of all changes and **keep master documents updated**
- Converted high-fidelity website page mockups from **Adobe Photoshop** into **Figma**
- Created simple animation assets for banner ad campaigns using **Adobe Animate**
- Used **Adobe Illustrator** to revise artwork and modify vector assets

Freelance Designer • Los Angeles, CA • March 2007 – August 2014

- **Creative design** and **production artist** work for several fashion retail and wholesale ecommerce websites for Lip Service, including several complete **website overhauls**, homepage design iterations, site maintenance and updates, **email marketing** and **paid social campaigns**, printxxs creative, and **layout design** for several seasonal catalogs
- Provided complete **WordPress website design**, production, and management services for creative professionals in the **entertainment** and **fashion** industries
- Produced **social media marketing** creative and content for a variety of clients
- **Photography** and **photo editing** using **Adobe Lightroom** and **Adobe Bridge**
- **Videography** and **video editing** using **Adobe Premiere** and **Final Cut Pro**

Education

Associate of Arts, Mass Communications | Florida International University