**JIM FISHER**

Seasoned, skilled, and highly adaptable **Senior Graphic Designer**
specializing in creative marketing design and production workflows

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**PROFESSIONAL** SUMMARY

As an experienced graphic design professional, I bring an extensive background in enterprise-level marketing, production workflows, and creative management. 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, composition, and visual messaging hierarchy. My strong communication skills allow me to coordinate and collaborate with creative teams, developers, project managers, leadership, and stakeholders to ensure we consistently achieve project goals and meet tight deadlines, often in fast-paced scenarios, and always while maintaining brand guidelines.

PROFESSIONAL **SKILLS**

Graphic Design, Web Design, Production Artist, Production Workflows, Project Management,
Digital Asset Management, Social Media Marketing, Email Marketing, UI Design, UX Design,
Layout Design, Visual Composition, Color Theory, Typography, Design Principles, Visual Hierarchy,
Video Editing, Animation

Deadline Driven, Highly Organized, Detail Oriented, Brand Focused, Presentation Skills,
Problem-Solving Skills, Interpersonal Skills, Communication Skills, Time Management, Adaptability, Creative Direction, Team Leadership

Adobe Photoshop, Figma, Adobe InDesign, Adobe Illustrator, Adobe Premiere Pro, Final Cut Pro, Adobe Animate, Adobe Bridge, Adobe Lighroom, PowerPoint, Keynote, WordPress, HTML, CSS, Type 70WPM

**CAREER** HIGHLIGHTS

Consistently produced marketing campaign creative assets that increased sales and elevated brand integrity. Provided team leadership, creative direction, and project management for creative teams. Developed and managed creative production systems and workflows as well as asset and resource libraries for an enterprise-level marketing department. Collaborated with colleagues, leadership, and stakeholders, to develop effective design strategies and solutions, and provide robust production support for numerous campaigns and projects.

**WORK HISTORY** & EXPERIENCE

**Senior Designer** • [**Age of Learning**](https://www.ageoflearning.com/) • Glendale, CA • August 2014 – April 2024

Legacy D2C company in the edtech gaming space, creating activities and content to encourage learning. Listed in the [“World’s Top EdTech Companies of 2024”](https://time.com/collection/worlds-top-edtech-companies-2024/) by *Time*.

I produced high-performing marketing creative for an array of enterprise-level websites and apps. I developed and maintained creative workflows and design style guides, along with asset and resource libraries, to keep creative production running smoothly.

* Provided onboarding, mentorship, and direction for creative team; instructed on workflow standards and brand aesthetics; reviewed work and provided criticism and feedback.
* Produced engaging marketing graphics for social media 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 page and ad designs for regular A/B testing campaigns.
* Managed the enterprise Figma portal for the marketing department; created & organized master documents in Figma for all the marketing mockups for each property.
* Worked directly with executives and stakeholders to review and revise designs for high-level marketing campaigns and new product launches.
* Developed and maintained marketing asset libraries and style guides on Xinet and in Figma, as well as resource libraries on the department’s Confluence system.
* Collaborated with user acquisition and creative teams to review performance metrics of campaigns and identify successful visual trends to incorporate into future campaigns.
* Created app store graphics for our products on Apple and Google platforms, in a full array of sizes for various devices, using Adobe Photoshop and Figma.
* Created print ads for various publications and direct mail pieces using Adobe InDesign.
* Performed regular design and content updates on websites, refreshing the visual design, improving the UI design, ensuring brand integrity, as well as 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 Adobe XD files; created master documents for all site pages in Adobe XD; converted all master documents from Adobe XD into Figma.

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

Creative design and production work for several retail and wholesale ecommerce websites for [Lip Service](https://lip-service.com/), a mid-size legacy apparel company in DTLA. Projects included several complete website overhauls, homepage design iterations, site maintenance and updates, email and paid social campaigns, advertising creative, and several seasonal catalogs. Provided complete WordPress website design, production, and management services for creative professionals in entertainment and fashion; created social media marketing creative and content for them too.

**Other Work Experience**

Extensive background in print design and production, including catalogs, magazine ads, newspaper inserts, and direct mail campaigns. Managed a team of marketing creatives as the senior graphic designer at an enterprise-level corporation; coordinated with merchandising department to develop effective ad layouts.

**Education** | Associate of Arts, Mass Communications | Florida International University