Wendi Fisher
Product Designer

V wendifisher.com
in www.linkedin.com/in/wendifisher/

About me

Hi all, I'm a passionate product designer with a flair for crafting seamless user experiences that blend aesthetic appeal with intuitive functionality. With a keen eye for detail and a deep understanding of user-centered design principles, I thrive on transforming complex problems into elegant, user-friendly solutions. As a former science educator with 14 years experience, I know how to empathize with users, collaborate within a team, and communicate with stakeholders.

Experience

Product Designer
Berkadia - December 2023 - Current

- Updated redIQ to utilize Prime React components to streamline design and development processes.
- Conducted usability tests to gain feedback on new designs and functionality as part of the redIQ update.

Product Designer, Freelance
Faith Home Healthcare - Nov 2022 - March 2023

- Redesigned Faith Home Healthcare's website based on UX research findings and company goals to increase its usability and visual appeal

Designer, Formatting Team Lead
Kesler Science - April 2021 - February 2023

- Performed quality control checks to ensure products have visual and brand consistency, follow product style guidelines, and meet accessibility criteria
- Designed product templates, Facebook ads, and TPT previews that utilize visual design principles

UX Design Student
DesignLab - June 2022 - November 2022

- Completed 680 professional training hours covering the full range of UX and UI disciplines
- Communicated design decisions on a weekly basis by participating in group critique and mentor sessions
- Partnered with a local rescue organization to design a responsive dashboard to organize their pet applications while streamlining their review process

Science Educator
Various School Districts - Aug 2008 - May 2022

- Designed engaging science lessons based on user needs and school-wide, district, and state goals

Education

DesignLab UX Academy
Certificate in UX/UI Design
June 2022 - Nov 2022

University of Kansas
MS in Curriculum & Instruction
May 2007 - July 2013

University of Kansas
BS in Science Education
Aug 2001 - May 2006

Skills

UX Design	Accessible design
UI Design	Wireframing
User interviews	Prototyping
User research	User testing
Data analysis	Information architecture
User personas	Responsive design
User flows	Salesforce
Branding	Communication

Tools

Figma	Figjam
Maze	OptimalSort
Canva	Whimsical
Google Suite	Adobe Lightroom
Microsoft Office	Miro

Personal Interests

Photography - birds and wildlife

Birds - @coloradobirder

Exploring - hiking, camping, traveling