

Theresa Fischbach

SENIOR UX DESIGNER & RESEARCHER

I am a UX Designer and Researcher with 12 years experience in website and application design management and front end development. In my next role, I want to tackle big problems with an inclusive team who is passionate and dedicated to a central mission of sustainability.

WORK EXPERIENCE

Freelance UX Designer + Researcher + Developer 04.2016 - present

TFisch Designs · Fort Collins, CO

I founded this freelance company as an outlet for professional development and passion projects, with a focus on education, research, and helping small businesses and nonprofits realize their online potential through their web presence and marketing.

PROJECTS INCLUDE:

- **Budding Gardener** • *iOS App (2019) - User Research and Experience Design* - Ideated, researched and prototyped an app to help new gardeners keep plants thriving.
- **Free Peachtree Project** • *Wordpress Event Website (2020)* - Designed a website for a live stream BLM event, auction, and contest for musicians and artists in the Atlanta area, discussing policy reform and voting rights and benefitting Fair Fight.
- **University of Missouri, Center for Eldercare & Rehabilitation Technology** • *Wordpress Website (2016)* - Designed and coded a custom theme for a research center to communicate findings and recruit participants for smart home technology to help seniors age in place safely. Adhered to university brand guidelines and accessibility standards.

UX/UI Designer + Front End Developer 11.2016 - 11.2020

Creative Navigation · Fort Collins, CO (locally and remote)

Creative Navigation is a boutique agency in Fort Collins specializing in youth marketing. They offer a suite of services, from web design and development to identity, print, and digital marketing strategy and materials to top tier summer camps across the country.

- Instituted UX principles and techniques and championed data-driven, human-centered design practices based on feedback from Analytics and User Research tools.
- Piloted efforts to streamline processes, introducing component libraries and standardizing brand guidelines saving countless hours searching for assets and brand elements.
- Designed and developed dozens of custom wordpress websites from discovery through launch; acted as lead on over a dozen of these projects, all with satisfied clients and increased traffic and engagement.
- Wrote and edited copy to better align with user experience writing practices, decreasing bounce rates and increasing call-to-action conversions.
- Conceptualized and executed dozens of digital marketing campaigns through email and social media with CRM integration, averaging click-through rates of over 10% for targeted email campaigns.

TheresaFischbach.com

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FORT COLLINS, CO

Open to positions in surrounding areas or remote

SKILLS

Research & Strategy:

- Discovery Planning & Execution
- User Surveys & Interviews
- Analyzing & Presenting Research
- Feature Prioritization & Sprint Planning
- Personas & Empathy Mapping
- Usability Testing, A/B Testing
- Analytics Analysis

Experience Design:

- Userflows & Journey Mapping
- Wireframing & Prototyping
- Voice, Tone & Visual Style Guides
- Design Systems & Component Libraries
- Experience Copy Writing & Editing

Front End Development:

- html/css/jQuery & Sass/LESS
- php, mysql, Wordpress
- Git, Subversion, GitLab, GitHub

TOOLS

- **Adobe CC**
(Adobe XD, Photoshop, InDesign, AfterEffects, Illustrator)
- **Sketch / InVision**
- **Analytics Tools**
(Google Analytics, Hotjar)
- **User Research Tools**
(UserTesting, Optimizely, Survey Monkey, Typeform, Olark)
- **CMS Systems**
(Wordpress, Shopify, Drupal, Kentico, Wix, Squarespace)
- **Email Marketing & CRMs**
(Hubspot, SharpSpring, Salesforce, MailChimp, Autopilot & more)

WORK EXPERIENCE CONT.

Design & Web Development Manager

03.2010 - 03.2016

Mudbug Media (now Health Connective) · New Orleans, LA (locally and remote)

Mudbug Media is a digital agency with focus in the healthcare industry and expertise in application design and development. Their flagship product is P3 Online Marketing Solutions for Orthopedic Practices and hosts over 600 instances. While working here, they also served the banking, cybersecurity and industrial spaces from regional companies through fortune 500.

- Spearheaded design for the initial rollout of the flagship P3 product from conception through launch, including discovery, MVPs and feature prioritization, sprint planning, content strategy, user flows, wireframes, visual design, prototyping, front end development and performance optimization. The success of this platform led to the pivot of the company toward sole focus in the healthcare space (as well as a name change and rebrand).
- Acted as Design Lead for Olympus colonoscopy awareness campaign, including a direct-to-patient website and partner-facing marketing portal for ad campaign generation to help gastrointestinal doctors raise awareness and book procedures in their areas, increasing colonoscopy screenings and ultimately saving lives
- Managed projects in the design and front end development department, overseeing the work of 3-6 designers. Utilized an agile, iterative workflow and planned project scopes, budgets, goals, timelines and sprints. Helped define high-level company goals and benchmarks.
- Mentored and developed new designers, assisted in hiring and team building and designer development and process implementation, including weekly designer training sessions and professional development time. This increased skills and job satisfaction and decreased turnover and investment in new designer hiring and onboarding.
- Worked on a diverse range of projects and clients, from small business through fortune 500 in creating web applications, consumer sites, e-commerce, marketing materials, identity and product design.

Designer & Front End Developer

08.2009 - 03.2010

Mudbug Media (now Health Connective) · New Orleans, LA

- Designed and Developed Custom websites and applications for a diverse range of clients; excelled at organization and client communication and was promoted quickly to management to better utilize my full range of skills.
- Honed production skills and practical knowledge of printing a variety of physical media and digital advertising.

Digital Design Intern

01.2009 - 07.2009

Tipitina's · New Orleans, LA

- Designed custom show posters for Tipitina's famous Uptown club. Posters included Mardi Gras shows, as well as "Fess Jazztival" which features all of the shows that run during the 2 weeks of Jazz Fest each year.

EDUCATION

Post-Baccalaureate Certificate, Digital Design

TULANE UNIVERSITY

New Orleans, LA

Dean's List

Bachelor of Arts, English

TULANE UNIVERSITY

New Orleans, LA

Founder's Scholarship, Dean's List

PROFESSIONAL ACTIVITIES

Code for FOCO, Co-Captain

Local Fort Collins brigade of Code for America, a volunteer organization who develops technology-driven solutions to challenges faced by charities, government agencies, and other groups within the city.