

# Michael Fofrich

Product Designer

## Website

fofrich.com

## Email

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## Phone

971.203.6673

## Strengths

Product Design  
Creative Direction  
UX Strategy  
User Interface Design  
Wireframing  
Prototyping  
Design Systems  
Agile Methodologies  
Data Visualization  
Typography  
Color Theory  
Pen & Paper

## Specialites

Sketch  
Figma  
Adobe XD  
InVision  
Zeplin  
Miro  
Mural  
Framer  
Principle  
Webflow  
Photoshop  
Illustrator  
InDesign  
MS Office  
HTML/CSS

## Working Knowledge

JIRA/Confluence  
JavaScript  
After Effects  
Premiere Pro  
3D Modeling  
Cinema 4D  
Blender  
Unity

## EXPERIENCE

### Senior UX Designer

#### DEVELOPMENT NOW - PORTLAND, OR

April 2019 - Current

- Designed user experiences and user interfaces for embedded touchscreens, LED consoles, and mobile devices that connected to home fitness products
- Products included indoor cycling bikes, treadmills, ellipticals, and weights
- Brands included JRNY, Bowflex, Schwinn, and Nautilus
- Platforms included Android and iOS
- Defined projects and timelines
- Created wireframes and user flows
- Designed and prototyped visual design and interactions
- Clearly presented work; Articulated and advocated design rationale
- Improved the design experience by readily giving constructive feedback
- Worked in an Agile environment

### Senior UX/UI Designer

#### CAMBIA HEALTH SOLUTIONS - PORTLAND, OR

August 2018 - April 2019

- Worked on improving the health care experience with human-centered design
- Led the design vision for digital products
- Created wireframes, mockups, data visualizations, app interface designs, and responsive websites

### Senior Designer

#### TRIAL GUIDES - PORTLAND, OR

June 2016 - July 2018

- Designed the UX and UI for a responsive e-commerce website
- Created layouts and covers for book publications - from concept sketches to prepress preparation
- Worked on projects to grow customer base and increase revenue
- Fostered an environment of multidisciplinary collaboration and creative problem-solving

### Freelance Visual Designer

#### AKQA - PORTLAND, OR

January 2016 - April 2016

- Designed high-impact, user-centered websites with strong emotional appeal, sophisticated production values and intuitive navigation to maximize user engagement and cement powerful brand identities
- Collaborated with creative directors and client stakeholders

### Interactive Designer

#### DOWNSTREAM - PORTLAND, OR

June 2014 - November 2015

- Created, developed, and implemented digital storytelling platforms, branded environments, and user and visitor experiences across multiple disciplines of design
- Responsible for concept development, creation of production-ready artwork, coordinating and leading projects, working with vendors, fabricators, and clients to create unique, solutions for authentic environments
- Environments included: retail spaces, corporate centers, and sports arenas
- Created infographics and data visualization for clients
- Assisted in developing creative concepts during client meetings with Creative Directors, Designers, and Copywriters
- Authored marketing material and project proposals

### Freelance Designer

#### FOFRICH DESIGN - PORTLAND, OR

January 2013 - June 2014

- Worked on print, web, and motion projects for a wide range of clients including non-profits, startups, community organizations, and musical artists
- Managed clients and projects

### Designer

#### **CMD - PORTLAND, OR**

November 2009 - December 2012

- Designed a wide variety of projects for clients including Intel, HP, Microsoft, VMWare, Expedia, Lenovo, Tektronix, and Western Star
- Helped define a brand's visual language (color palette, logo, font, design) across a range of media
- Compared a brand's visual language to other competitors; provided recommendations to the client
- Effectively managed multiple projects simultaneously. Highly attentive to detail and quality

### Designer

#### **GLYPHIX - KENT, OH**

January 2006 - August 2007

- Designed brochures, posters, advertisements, packaging, catalogs, direct mail collateral, and promotional pieces for print, web, and outdoor media
- Attended creative brainstorming sessions with Creative Director and Designers

## EDUCATION

### **BFA - Visual Communication Design**

August 2002 - May 2007

**KENT STATE UNIVERSITY - KENT, OH**