

Michael Fofrich

Product Designer

Website

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Phone

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Strengths

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

Specialites

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

Working Knowledge

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

EXPERIENCE

Senior UI/UX Designer

DEVELOPMENT NOW - PORTLAND, OR

April 2019 - Current

- Designed front-end user experience solutions for applications on Android and iOS platforms
- Prototyped visual design and interactions
- Created and maintained design systems
- Clearly presented work; Articulated and advocated design rationale
- Improved the design experience by readily giving constructive feedback

Senior UI/UX 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
- Created unique solutions for retail spaces, corporate centers, and sports arenas environments

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
- Helped define a brand's visual language (color palette, logo, font, design) across a range of media
- Effectively managed multiple projects simultaneously

EDUCATION

BFA - Visual Communication Design

August 2002 - May 2007

KENT STATE UNIVERSITY - KENT, OH