



## Adam Fisher-Cox

Pragmatic product designer fluent in visual design, interaction, and front-end development.

### CONTACT INFORMATION

[www.adamfishercox.com](http://www.adamfishercox.com)

[hello@adamfishercox.com](mailto:hello@adamfishercox.com)

[linkedin.com/in/adamfishercox](https://www.linkedin.com/in/adamfishercox)

### SKILLS & KNOWLEDGE

Design in **Figma, Sketch, Adobe Creative Suite** using **accessibility best practices**

Front-end development using latest techniques with **HTML, CSS, SASS, SVG, git**, and following **WCAG guidelines**

Familiarity with **jQuery, PHP**, and **build processes**

Prototyping in **Figma, Keynote, After Effects, Invision**, and in-browser

Full professional proficiency in **Spanish**

### EDUCATION

**Skidmore College**, Saratoga Springs, NY  
B.S., **Communication Design**  
Magna Cum Laude

### Product Design Lead – Remix Scheduling, 2022–Present

*Via – New York, NY*

Remix by Via is a suite of transportation planning tools created to help cities plan and schedule transit service and re-envision streets.

- Relunched the transit scheduling product as a key part of Via's long-term business strategy, rebuilding the full interface and interaction flow from the ground up based on research and interviews with our transit scheduler users.
- Works with product and engineering leads to scope, prioritize, and build differentiating features. In less than a year, our feature releases expanded the pool of prospective customers and landed our first enterprise partner.
- Leads design systems work in partnership with engineering, collaborating to establish working groups, maintenance systems, and better communications and evangelism of the Remix design system.

### Senior Product Designer, 2021–2022

#### Product Designer, 2019–2021

*The Wall Street Journal – New York, NY*

Winner of 37 Pulitzer Prizes for outstanding journalism, The Wall Street Journal includes coverage of U.S. and world news, politics, sports, health and more.

- Led a redesign of the article page focused on long-term growth by providing a solid, flexible, and maintainable foundation for more ambitious digital reporting while improving readers' visual experience.
- Enabled increased output from the video journalism team by simplifying complex workflows with updated internal publishing tools.
- Worked with engineering and design team members to establish and maintain a robust, accessible design system and component library.

### Senior Product Designer, 2019

#### Product Designer, 2015–2019

*Talent Inc. – New York, NY*

Talent Inc. offers a full suite of career services aimed at empowering individuals to own and grow their professional brand. Acquired by BV Investment Partners in 2020.

- Met aggressive conversion goals using data-driven A/B testing practices to solve customer pain points without using dark design patterns.
- Minimized page-load time, enforced accessibility compliance, and maintained brand standards on the e-commerce site by implementing a full rewrite of the front-end code, living style guide, and build process.
- Established design-thinking and user-centered methodologies across new efforts in product and marketing, working closely with the Chief Product Officer and VP of Marketing, and presenting regularly to the CEO.

### User Experience Designer, 2008–Present

*Self-Employed – Philadelphia, PA & New York, NY*

I provide product, design, and user experience consultation to a variety of clients ranging from individual and small-business owners to government agencies.

- Worked with the *Port Authority of New York & New Jersey* to design new digital signage for the AirTrain at JFK International Airport, improving customer satisfaction, reducing reliance on overloaded airport staff.
- Delivered efficient, fast, and accessible websites and web applications for clients through best-practices in accessible, responsive front-end development.