



Adam Fisher-Cox

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

CONTACT INFORMATION

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SKILLS & KNOWLEDGE

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

Development in latest **HTML / CSS, SASS, SVG, Wordpress** using **git/GitHub**, and following **WCAG accessibility guidelines**.

Familiarity with **Javascript, jQuery, PHP**, and **Gulp**

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

RELEVANT WORK EXPERIENCE

Product Designer, 2019–Present

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, arts, culture, lifestyle, sports, health and more.

- Built brand trust with readers during a volatile political news cycle with Talk 2020, a tool to run real-time accuracy checks on the presidential candidates. 25th Annual Webby Awards Honoree.
- Grew an engaged real-time audience with a Live Q&A experience allowing readers to have questions answered live by reporters. Continued iteration on the user experience in response to the Covid-19 pandemic as remote interaction became a core component of the newsroom.
- Launched a redesigned app for Apple TV focused on a curated experience of timely and relevant WSJ Video stories. Featured twice on the App Store home page and Discover tab.
- Committed, ongoing work with other members of the design team to build and maintain a shared, robust, accessible design system across product and engineering.

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 December 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.
- Led the establishment of 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.
- Managed and grew a versatile design team working on new product development, user testing, and ongoing product marketing.

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. Selected highlights:

- 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, speeding trips, and reducing the amount of questions directed toward overloaded airport staff.
- Branded the *National College Comedy Festival* in a way that reflected the legacy as well as the frivolity of the event, and was flexible to use by new designers and aesthetics each year. After 25 years with no consistent branding, the identity I created has been used since 2015.
- With a team of two developers, designed and built *SimpleTask*, a digital to-do list for iPhone and Mac with a focus on flexibility for basic and power users alike. Featured as an Apple Staff Pick on Apple.com, May 2009.

User Experience Designer, 2015

Night Owls – New York, NY

Night Owls is an award-winning boutique digital agency focused on web design, content creation, and brand development.

- Designed brand & web solutions for local, national, and international clients such as Spine Hospital at Columbia University and Leviton Manufacturing.
- Delivered efficient, fast, and accessible websites and web applications for clients through front-end best-practices in HTML, CSS, jQuery, and Wordpress development.
- Met face-to-face with clients to gather and manage expectations, establish timelines, and define project scope.