

DANIELLE ROSE FISHER

PRODUCT & UX DESIGNER • ILLUSTRATOR • CREATOR

ABOUT

I'm a NYC based Design systems experience designer and Illustrator who loves traveling and art. I solve problems through design and create beautiful things through illustration.

CONTACT

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 [danirosefish.com](https://github.com/danirosefish.com)
pw: *welovemusic123*

EDUCATION

Fashion Institute of Technology, NY
BFA General Illustration
Class of 2012

General Assembly, New York, NY
Front end web development
certificate program
June 2015

FREELANCE CLIENTS

Pretaa

UX/UI Designer
01/2020— Present

Responsible for the Pretaa's product visual identity, design system and product design.
pretaa.com

EQ, Equity Quotient

UX/UI Designer
01/2021— Present

Assisting in evolving EQ's product visual identity & marketing materials.
equityquotient.io

Women@Work

Lead Creative
01/2016— Present

Responsible for W@W's visual identity
Assisting in evolving brand in a holistic way.
womenatwork.com

EXPERIENCE

FactSet Research Systems Inc.

UX Lead, Design Systems
03/2023— Present

Responsible for evolving FactSet's existing and maturing Design System. Focusing on pattern and component usage guidelines, figma libraries and documentation. Working closely with UX colleagues to ensure that the interface design supports and reinforces the overall user experience across FactSet's suite of products. Additionally:

- Demonstrates command of the look and feel of the product
- Advocates for the "experience vision"
- Optimize composition and information hierarchy
- Mentors team members to establish and create a collaborative & comfortable work environment
- Enforces proper use of progressive disclosure and consistent use of FactSet's design system

Infor Global Solutions, Infor Design

Design Manager
01/2018— 03/2023

Responsible for the visual language of Infor's design system across both brand and product. Work on both the Visual design & UX (user journeys, visual design, and usability) for various products. Partner closely with product, engineering, and the leadership team to help define product roadmap and provide supporting design strategy. Become an expert in Infor's products, unique market value, and future goals prioritizing design work to support product strategy and roadmap. Create and manage design systems and lead the creation of Infor's design language. Mentor designers to produce enviable work at every stage of their careers.

A.S.C.A.P.

Digital Product Designer
05/2016 — 01/28/18

Digital designer on the product team, responsible for spearheading responsive & UX design across the organization. Re-designing and face-lifting various ASCAP products for initial launch, working with development teams to create and establish a cross functional process. Create invision prototypes and clickthroughs for use within user interviews. Provide art direction to team members as well as various other teams to make sure branding and implementation of new designs are holistic.

Infor Global Solutions, Hook&Loop

Brand Digital Designer
01/2013— 05/2016

Web designer for Infor.com, responsible for spearheading responsive design & developing the style guide across the site. Dabbled in UI/UX design work, streamlining patterns across all company collateral. Assisted in creative strategy and direction, working and reporting directly to the team's art director and constantly pushing and evolving the overall aesthetic of the brand.

SKILLS & EXPERTISE

Design Systems

User Interface Design

Brand Design

Product Design

Interaction Design

Mobile Design (iOS & Android)

User Experience (UX)

Managing

Product Management

Visual Design

Strategy & Operations

Strategy

DANIELLE *Rose*