

Dennis Fisher Jr

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Professional Summary

User Experience Designer with a background in front-end development and graphic design. Skilled in Figma, prototyping, usability testing, and design systems, with hands-on experience creating responsive websites and interactive prototypes. Certified in UX/UI through Google and Towson University. Passionate about building accessible, user-centered digital products that drive engagement and measurable business impact.

EDUCATION

- **Electronic Arts Software Engineering virtual experience program on Forage** **June 2025**
- **Graduate's Certificate User Experience UX/UI Design** **May/2025**
Towson University, *Towson, MD*
- **GOOGLE UX Design Professional Certificate** **July/2025**
- **Bachelor's Degree General Studies: Sociology** **December/2023**
Alabama A&M University, *Normal, AL*
- **AA of General Studies: Sociology** **May/2021**
Iowa Western Community College, *Council Bluffs, IA*

TECHNICAL SKILLS

- UX Design: Wireframing, Prototyping, Usability Testing, User Research, Affinity Diagramming
- Design Tools: Figma, Adobe Creative Cloud, Adobe XD, Photoshop, Illustrator, InDesign
- Web Development: HTML, CSS, JavaScript, React (basic), Node.js (intro)
- Tools & Platforms: Git, GitHub, VS Code, Chrome DevTools
- Cloud & DevOps: Familiarity with AWS and GCP (intro level)
- Practices: Agile Collaboration, Version Control, Testing Fundamentals

PROJECTS & EXPERIENCE

- **Freelance UX/UI Designer** – Dixon Tree Services & Landscaping, *Hialeah, FL* **2025**
 - Designed and launched a responsive website in Wix Studio to showcase outdoor landscaping and tree services across South Florida.
 - Applied UX research and competitor analysis to structure the site for clarity, emphasizing seasonal outdoor services such as tree trimming, lawn care, and landscaping.
 - Featured before/after outdoor imagery, testimonials, and service landing pages that built trust and improved user decision-making.
 - Optimized navigation and booking forms, making it easier for homeowners to schedule services — resulting in a 35% increase in customer inquiries and a 20% boost in booked services within the first three months.
- **Design Intern** – StartHub, *Miami, FL* **2025**
 - Assisted in creating interactive prototypes and user flows for startup clients across multiple industries.
 - Conducted usability testing sessions and presented insights that guided design updates and improved overall user experience.
 - Designed and built a calculator page to improve user interaction and simplify complex decision-making.
 - Collaborated with product managers and developers in an agile workflow to align design solutions with business goals.
- **Electronic Arts Software Engineering virtual experience program**, Forage **2025**
 - Proposed a new feature for the EA Sports College Football and wrote a Feature Proposal describing it to other stakeholders.
 - Built a class diagram and created a header file in C++ with class definitions for each object.
 - Patched a bugfix and optimized the EA Sports College Football codebase by implementing an improved data structure.
- **Hi-Score Tracking App** – UX Case Study **2025**
 - Conducted two rounds of usability studies with 10+ participants (casual to competitive gamers).
 - Built wireframes, prototypes, and a design system in Figma.
 - Implemented feedback loops that improved navigation and reduced task completion times.
- **Freelance Graphic Designer**, CaughtLooknGraphics, *Port St. Lucie, FL* **2025 – Present**
 - Designed digital assets and logos for clients, emphasizing usability and accessibility

- Developed branding for online stores, increasing visibility and user interaction.
- Produced web-ready graphics and contributed front-end assets for small business sites
- Designed 10+ t-shirt designs for a nationally recognized car club.
- Helped streamline small business visual communication and boosted client revenue by 75%.

LEADERSHIP EXPERIENCE

- **Iowa Western Community College Football Team** **2021 – 2021**
 - Defensive Captain

HONORS & AWARDS

- **Amazon T-shirt Design Contest Winner** **2025**
 Won among 1,200+ employees for a custom shirt design showcasing team culture and branding
- **Freshman Player of the Week**, Big South Football Conference **2019**
- **ICCAC 1st Team All-Conference & All-Region**, Football **2021**
- **High Academic Honors**, Alabama A&M University **2023**