



Overview

Graphic Designer with the ability to work and manage diverse projects across industries that range from tech, science, journalism, healthcare, web, marketing and advertisement. Experienced in creating compelling visual narratives with advanced expertise in Illustrator, After Effects, Photoshop and InDesign complemented by strong skills in motion design. A skilled communicator and efficient designer with a strong track record of excelling in both independent and collaborative environments.

Work Experience

ASI Business Group

Graphic Designer10_2024 - Present

- Produced on-brand print healthcare materials for major healthcare companies such as Kaiser Permanente, OHSU, and Providence Health.
- Led the end-to-end production of motion graphic explainer videos for complex healthcare products, single-handedly managing storyboarding, custom illustration, character rigging, animation, and final editing.
- Drove a 3-month solo project to create a key explainer video that served as a primary sales tool to increase brand awareness and drive sales for a core healthcare product line.
- Developed and animated motion graphics for email marketing campaigns, resulting in a 20% increase in audience engagement and significantly higher click-through rates.
- Increased design team productivity by writing custom JSX scripts to automate print processes, saving each designer approximately 1-2 hours per day.
- Established a library of motion graphic templates for various product lines, streamlining future video production and ensuring brand consistency.

Oregon State College of Science

Graphic Designer09_2022 - 07_2024

- Conceptualized and designed ad campaigns, web and event promotional materials, social media posts, and general marketing content.
- Led photography initiatives covering headshots, lab photo shoots, and special event sessions.
- Enhanced team efficiency through better communication guidelines, social media strategy guidelines, and by bridging the gap between the Art Director and other marketing roles.
- Collaborated with printers and third party vendors to get projects completed in a timely manner.
- Organized an effort to increase social media quality and awareness through established social media guidelines, and a posting schedule which increased average engagement on posts from 20% of the page's followers to 72% of followers.
- Enhanced the College of Science's ability to contact prospective students by introducing new marketing methods and materials that helped increase enrollment by 11%.

Orange Media Network

Photojournalist05_2022 - 06_2023

- Completed photo assignments for multiple publications, including the Daily Barometer, Beaver's Digest, Damchic, PRISM, and KBVR at Orange Media Network.
- Documented stories in various categories such as local news, fashion, student life, and events.
- Trained new hires in journalism standards, photojournalism techniques and communication methods.
- Worked with students across multiple OSU programs to help promote events, student needs, and cover equity, access and inclusion issues within the school.

Jake Fischer

Graphic Designer
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Education

B.F.A Graphic Design & Photography

Oregon State University

Skills

Branding
Typography
Layout
Illustration
Marketing
2D Animation
Motion Graphics
Print Design
Digital Design
Visual Storytelling
Storyboarding
Video editing
Compositing
Photography
Videography
Project Management

Tools

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe After Effects
Adobe Premiere Pro
Adobe Acrobat
Adobe Lightroom
Adobe XD
Basecamp
Figma
Google Suite
GitHub
Mac
Microsoft Code Studio
MS Excel
MS PowerPoint
MS Word
OBS
PC
Salesforce

Languages

English
●●●●●
Japanese
●●○○○

Interests

Fly Fishing
Running
Skiing
Camping

Portfolio:
jakefischer.net