



## 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 Designer ..... 10\_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 Designer ..... 09\_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

Photojournalist ..... 05\_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

jakefischerdesigns@gmail.com

jakefischer.net

## 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**