ISAAC WEISMAN

Product designer with a background in fintech, visual design, marketing, and front-end development.

Capabilities

Branding
Creative Direction
Design Thinking Methods
Design Systems
Heuristic Evaluations
Interaction Design
Marketing & Content Strategy
Prototyping
Product Strategy
UI Design
User Research Methods
Visual Design
Wireframing
Workshop Facilitation

Platform Expertise

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD
Figma
HTML/CSS
Miro
Sketch
Webflow
Wordpress
Usertesting.com

Contact

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User Experience Designer, Spruce Money
H&R Block · 2021 - Present

Part of the founding team that launched Spruce Money, a mobile and online banking service with a full feature-set, including checking, saving, credit products, budgeting features, and more. Designed core features of the product like onboarding and saving goals. Performed user tests, interviews, and other research methods in person and online. Collaborated with key partners in product and engineering to establish workflows and ways of working. Key contributor and maintainer of design system.

Experience Designer
Signal Theory · 2017 - 2021

Signal Theory is a marketing and design firm that roots all their work in a deep understanding of human behavior and social psychology. As the first experience design hire I helped establish the discipline, grow the team, and raise awareness for user-centered design methodologies which are now a core part of the business. Clients include John Deere, Cargill, Merck Animal Health, Bose Aviation, Sonic Drive-In, National Geographic.

Senior Digital Designer & Developer
Fire Engine Design Studio · 2016 -2017

Fire Engine (now Fenix Strategic Design) was a boutique design studio in Kansas City focused on branding. Worked on designing, prototyping, and developing custom sites and themes using platforms including Wordpress, Squarespace, Shopify, and others. In charge of outsourcing and managing larger development tasks and functioned as point person for client relationships revolving around digital projects. Other tasks included migrating client sites and managing all hosting accounts, creating and sending email marketing, and writing web content.

Art Director
Meers Advertising · 2015 - 2016

Meers (aquired by Barkley) was a full-service, mid-sized marketing agency in Kansas City with a focus on health insurance and financial companies. I was responsible for concepting, developing and executing advertising and branding campaigns across digital, print and broadcast channels. Clients include BlueCross BlueShield companies, American Century Investments, KCUR 89.3, SAP.