

ISAAC WEISMAN

UX DESIGNER

CAPABILITIES

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

PLATFORM EXPERTISE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD
Figma
HTML/CSS
Miro
Sketch
Webflow
Wordpress
Shopify
Squarespace

CONTACT

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PORTFOLIO

IsaacWeisman.com

Experience Designer

Signal Theory (Formerly Sullivan Higdon & Sink) | 2017 - Present

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 (Now Fenix Strategic Design) | 2016 - 2017

Fire Engine 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 (Now part of Barkley) | 2015 - 2016

Meers 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.

Art Director

International House of Prayer | 2011 - 2015

International House of Prayer (IHOPKC) is a non-profit based in Kansas City. As an art director I was responsible for brand, digital, social, and event campaign concepts and execution. This included 20 different national events, album artwork and release campaigns, and apparel.

Owner/Operator

Isaac Weisman Design | 2011 - Present

I started Isaac Weisman Design as a way to take on freelance graphic design work, but over the years have grown the business to offer a wider range of services focused around brand consulting, digital marketing, and product design.