Ciara Fischer | UX/UI Designer

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SUMMARY

UX/UI designer and front-end builder with 9+ years of experience in regulated industries, including banking and engineering. I use behavioral data (session recordings, journey analysis, Google Analytics, etc.) to identify areas of user friction and then design, build, and measure the fix. Experienced taking pages from research and wireframes through accessible, responsive CMS implementation, with measurable gains in engagement and traffic.

EXPERIENCE

F.N.B. Corporation | Jan 2025 – Present | Pittsburgh, PA
Senior Product Manager, eCommerce and User Design | *UX/UI design lead for consumer web experiences*

- Spend roughly 80% of my time on hands-on UX/UI design for key consumer web pages, using Quantum Metric session recordings, GA4, and user journey analysis to decide content positioning and layout, then designing, building, and shipping in Sitecore.
- Redesigned the Physicians First landing page, organizing 20+ banking products into a custom nested-tab interface and increasing page engagement by 15%.
- Redesigned the CardGuard page with an interactive feature walkthrough, cutting the scroll needed to reach main features by 50%. The tool teaches users how to turn on card controls in the app, and engagement with that section holds around 80%.
- Partner with product, engineering, digital payments, marketing, compliance, and legal to deliver accessible, development-ready designs, typically within 4-week timelines.
- Maintain the design system (component library, typography, layout and interaction patterns) across 50+ pages.

Longfellow Real Estate Partners | May 2023 – Dec 2024 | Durham, NC
Senior Associate, Marketing | *Digital experience and campaign design*

- Designed and built the Via Labs website, achieving a 78% average engagement rate across all pages post-launch.
- Designed a 4-part email series announcing a remodeled tenant space at TriangleLIFE, previewing the renovation and featuring available floor plans for life science brokers and tenants. The series averaged a 48% click-to-open rate and a 60%+ open rate.
- Designed digital ad campaigns reaching 350+ targeted decisionmakers, with 55%+ sustaining engagement over multiple months.
- Created interactive web experiences and landing pages for 7+ brands across the life sciences market to support leasing efforts across the North Carolina footprint and the UK region.

Summit Design and Engineering Services | Oct 2017 – May 2023 | Hillsborough, NC
Creative Manager (2020–2023) | **Graphic/Web Designer** (2017–2020)

- Led the end-to-end website redesign, from information architecture and wireframes through prototyping and launch. Monthly traffic grew from roughly 5,000 to 12,000+ views through combined design and SEO work.
- Designed a services experience presenting all 14 of the firm's services both individually and as one collaborative offering.
- Developed brand guidelines and component standards, then presented them in person to 390+ employees, reaching near-perfect adoption within 3 months.
- Managed design workflows and coordinated with internal stakeholders and outside vendors across web, print, and other digital avenues.

EDUCATION

Youngstown State University
Bachelor of Fine Arts, Graphic and Interactive Design

MILITARY EXPERIENCE

United States Army Reserves, 2011-2019
Sergeant, E5 | Paralegal NCO (27D) | Secret Clearance

OTHER

Certification: Digital Marketing Institute/American Marketing Association**,** Certified Digital Marketing Professional
Technical: UX/UI Design, User Research, Interactive Prototyping, Journey Mapping, Usability Testing, Personas, Information Architecture, Design Systems, Accessibility, Usability Principles, Figma, Adobe Creative Cloud (Illustrator, Photoshop, After Effects, XD) HTML/CSS, WordPress, Sitecore, Quantum Metric, Google Analytics (GA4), Siteimprove