

Hunter Fitch

Product Designer & Art Director

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Bio

Product Designer, Art Director, and UI Designer with 10+ years of experience focused on interface design and solving experience problems. Comfortable in both corporate-scale collaboration and start-up partnerships.

Screen printing and music are where I got my start, and they're still where my design instincts come from. I've shipped intuitive web and mobile experiences for SaaS platforms and a handful of niche verticals, including integrated marketing, business management, large-scale print production, and music collaboration platforms.

Track record of wireframing, prototyping, and championing designs alongside engineering teams in high-velocity settings. Fluent in both AI-enabled workflows and classic design craft.

Experience

SENIOR PRODUCT DESIGNER • MADWIRE

2021 - 2026 • REMOTE

- Led Figma migration and built multi-product design system adopted across 15+ products and 4 design teams, eliminating pattern drift across the ecosystem.
- Drove end-to-end redesign of core products and dashboard serving 15,000+ active SMB clients, owning discovery through ship alongside 5 PMs and 4 engineering teams.
- Partnered with C-suite leadership to identify user patterns, define user experiences, and shape strategic product vision across the entire platform.
- Owned design across several of the platform's revenue-driving areas, including Payment Processing, Onboarding, Brand Tools, and Back Office.

UI & UX LEAD • 85 SUPPLY

2018 - 2020 • NASHVILLE, TN

- Brought deep expertise in the merchandise and screen-printing industries to lead a design team building digital commerce products tailor-made for the print industry.
- Built modernized proofing tools that improved accuracy and cut reorder and return rates by over 50%, increasing profit for both clients and print partners.
- Directed and oversaw campaigns that included a new brand identity, market positioning strategy, and a new design system and visual language.
- Ran niche market user research and used those insights to design experiences for the hyper-specific print vertical, shipping several related software features.

CO-FOUNDER & DESIGN DIRECTOR • PRIMER CO**2013 - 2021 • REMOTE**

- Delivered end-to-end design across digital products, brand systems, and marketing collateral for a diverse client portfolio spanning white-label agencies, direct clients, and corporate partners.
- Managed internal design and development teams and worked alongside external development partners to drive client product launches from concept to launch.
- Created design solutions across a wide range of disciplines, including UX design, interface design, brand design, illustration, and print-ready design.

ART DIRECTOR • PRINTED THREADS**2013 - 2015 • FORT WORTH, TX**

- Led a team of print designers in creating visual assets for physical print goods and executing custom client artwork specifications.
- Owned production QA and final approval of artwork, production standards, garment consistency, and specs for large-volume product runs in a fast-paced, margin-driven environment.

Education**UNIVERSITY OF NORTH TEXAS****2010 - 2013**

Communication Design, The Arts

Skills**EXPERTISE**

Interface Design, Design Systems, User Research & Testing, Information Architecture, AI-Driven Design Workflows, Web & Mobile UX, Multi-Product Testing, Product Design Oversight, Illustration, Art Direction, Wireframing, Interactive Prototyping, Design Engineering, Brand Design, Screen Printing, Project Management, Design Operations, Interaction Design

INTERPERSONAL

Client Account Management, Customer-Facing Presentation, Designer Mentorship, External Talent Hiring & Recruitment, C-Suite Advisory, Cross-Discipline Collaboration, Cross-Cultural Communication, Design Leadership, Public Speaking, Pitching & Roadmap Engagement

TOOLS

Figma, Figma Make, Photoshop, Illustrator, Claude Code, Hotjar, Sketch, HTML/CSS, Zeplin, UX Pilot, Framer, Shopify, Storybook, Procreate, Userlytics, ChatGPT, Gemini, Google Analytics, Notion, Business Suite, Adobe XD, ilmage