


Cassandra Brinen

UX DESIGNER AND RESEARCHER

 cassandrabinen.com

 cassiebrinen@gmail.com

 352-262-4062

EDUCATION

BFA in Graphic Design

Minor in Art History

University of Florida

SOFTWARE

Adobe Creative Suite

Microsoft Office Suite

Sketch

Figma

Basic HTML/CSS

PROFESSIONAL SKILLS

- Ability to quickly learn and adapt in a fast-paced, and collaborative environment.
 - Working knowledge of UX research methodologies, usability heuristics, user testing, and human-centered design.
 - Ability to visualize and communicate key research insights and data throughout cross-functional teams.
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CERTIFICATIONS

Interaction Design Specialization

UC San Diego 2019

ORGANIZATIONS

Member

UXPA International, 2021

Member

UXPA NYC, 2010-2018

FREELANCE DESIGNER AND RESEARCHER, New York, NY 2008-present

Design and produce work on a per-project basis for individuals and companies. Materials produced include UI/UX design, information graphics, banner ads, maps, business cards, signage, invitations, brochures, presentations, posters, menus, logos, photography, book covers and interiors, and annual reports.

Clients include: Credly, Mediacom, Mindshare, Gobee Group, John Jay College, The Clinton Foundation, Jukubox, Subway, NBCUniversal, Hess, Bayer, Diamond, Anheuser Busch, Oxford University Press.

DESIGNER, Knewton, Inc., New York, NY, 2009-2011

Worked with intradepartmental teams to produce educational videos, classroom resources, printable notes and promotional collateral. Coordinated and scheduled photography projects. Materials produced include information graphics, maps, business cards, website demos, study notes, presentations, posters, logos and custom photographs.

ART DIRECTOR, China Cablecom Holdings, New York, NY, 2007-2009

Directed the design and production of print, web and multimedia projects. Materials produced include brochures, investor presentations, information graphics, maps, video, business cards, front-end web design, email blasts, logos, and brand style guides.

INTERN, Pentagram Design, Inc., New York, NY, January-July 2008

Assisted in the design and production of print and signage projects. Materials produced include brochures, posters, annual reports, information signage and graphics, maps, promotional kits. Experience gained in online research, project mock-ups, and image correction.

Clients included: the Apollo Theater, Museum of Art and Design, Yale University, Fashion Institute of Technology, New York Parks Department, Harley-Davidson, and Frank Gehry Partners, LLP.

DESIGNER, Adventure House, New York, NY, 2007-2008

Designed and produced print and web projects. Materials produced include brochures, flyers, websites, posters, postcards, direct mail, annual reports, sell sheets, reference guides, cards, newsletters, and promotional kits.