



# Mary Casserly

User Experience Designer

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## EXPERIENCE

### UX / UI Designer & Front-End Developer

| 2014 - Present

Clients Include: TripX, Brightboard, AI-Alert, Cook Clips, Robin

- Conduct research to define problems and product-market fit
- Analyze customer insights to create personas and storyboards
- Develop business flows user flows site-maps web architecture and navigation
- Design interfaces & conduct usability testing for Web iPhone iPad and Android
- Develop responsive websites & web apps in coordination with developers
- ✦ Won 3 of 5 Challenges at Developer Week 2016
- ✦ Presented to VC panel as top 10% at LAUNCH Hackathon 2016

### Program Manager

| 2008 - Present

Academy of Art University Photography Department

- Re-designed navigation flow and access levels for equipment reservation application
- Developed judging system for photo competitions handling over 3K entries per event
- Designed databases & workflows to improve internal process times by more than 50%
- Manage budget of over \$1 million tracking orders & requests from 20+ team members
- Manage annual photography spring show attended by over 4k industry guests
- Graphic design marketing book design and social media for all department events
- Produce 50+ events /year including an exhibit at Fairmont SF on display through 2016

### Graphic Designer & Photographer

| 2005 - 2015

Clients Include: Xension, Investicon, LIR, The Henry Studio, The Shooting Gallery

- Designed styled and photographed for web and print
- Updated and maintained web content
- Designed logos flyers posters banners and promotional materials
- Assisted in production and curation of photo & interactive gallery shows

### Manager & Office Operations

| 2003 - 2010

Employers Include: Starbucks, USA Hostels, NE Water Works, Jane Siegel & Association

- Managed operations team and customer support in fast-paced environments
- Maintained inventory ordering payroll deposits recruiting and training
- Designed & implemented role-based secure file-shared network to digitize office



## SKILLS

User Research  
 Usability Testing  
 Survey Writing  
 User Interviewing  
 Competitive Analysis  
 Content Analysis  
 Comparative Analysis  
 Human-centered Design  
 Curiosity & Empathy  
 Concept & Insight  
 Story Boarding  
 User Flows  
 Site Flows  
 Affinity Diagramming  
 Data Analysis  
 Content Analysis  
 Experience Design  
 Site-mapping  
 Interaction Design (IxD)  
 Info Architecture (IA)  
 Interface Design  
 Wire-framing  
 Prototyping  
 Font-End Development  
 HTML CSS  
 Javascript jQuery  
 Graphic Design  
 Visual Design  
 Photography  
 Photo Editing  
 Facilitation  
 Customer Service  
 Project Management



## EDUCATION

IDEO / Acumen | Human-Centered Design Course

General Assembly | User Experience Design Certificate

Academy of Art University | ongoing courses in Web New Media & Photography

Bennington College | Bachelor of Arts; Digital Arts & Photography



## VOLUNTEER

CASCADE SF / Meals on Wheels / Team in Training / Leukemia & Lymphoma Society

- Volunteer at monthly user experience mentor nights; panels & lectures
- Mentor new runners open-water swimmers triathletes and fundraisers
- Design market and produce websites art shows and events to raise funds
- ✦ Personally raised over \$10k



## TOOLS

Adobe Creative Suite  
 Photoshop  
 Illustrator  
 Acrobat Pro  
 Sketch  
 Invision  
 Keynote  
 Omnigraffle  
 Microsoft Office  
 Google apps  
 Dropbox  
 Sticky notes  
 Graph notebooks