Cassandra Trissler
User Experience Designer | Illustrator

cassandratrissler@gmail.com
linkedin.com/in/cassandratrissler
www.cassandratrissler.com
(317) 727-1759
Atlanta, GA

Highly experienced UI/UX Designer and Illustrator with a proven track record in enhancing user satisfaction, optimizing workflows, and spearheading design improvements across various industries, throughout the entire product lifecycle. Skilled in enterprise software, responsive and mobile design, and interactive design.

Work Experience

Designer & Illustrator
Freelance | Atlanta, GA

Apr 2023 - Present

- Utilized UI Kits and Libraries, User Flows and Prototyping tools for the creation of Responsive and Mobile Design interfaces, alongside Motion and Interaction Design techniques for enhanced visual appeal
- Produced Graphics, Illustrations, Web Design and Visual Branding for small businesses
- Clients : Health education, software, fitness, retail, publishing, etc

User Experience Designer
Kin Carta | Denver, CO (Remote)

Jul 2021 - Mar 2023

- Improved user satisfaction in Magellan LP's multi-sided SaaS mobile software suite by automating workflows, cutting costly errors, and reducing training and travel times, while providing valuable customer insights to enhance KPIs
- Optimized User Flows of Auto Approve's complex multi-step enterprise software, increasing customer lead conversions and improving loan agent productivity
- Improved CMS for Starz content metadata, allowing for automated data import and entry, reducing Time on Task (ToT) and user errors for business needs of elevating its brand presence and voice in a competitive streaming service market
- Redesigned Broadnet's virtual town hall service, reducing time-consuming tasks, enabling role-based customization, and boosting viewer engagement
- Facilitated product reviews/demos for design, engineering, and business stakeholders
- Presented educational training for design team peers, enhancing team proficiency in Design System standards, Lean UX, Conversational UX, Accessibility, and Sustainability

Product Designer
Highgate Training Systems/Threat Tec | Hampton, VA

Sep 2020 - Jul 2021

- Provided key design decisions throughout the product lifecycle for government-contract CMS software, CART, named "the best tool to come out of TRADOC in 15 years"
- Utilized skills in Data Synthesis and Heuristic Evaluation to ensure Usability and Accessibility (WCAG Standards)
- Created and maintained custom components for the product's new Design System using Atomic Design principles

Product Designer/Multimedia Artist
Intelligent Decision Systems, Inc | Newport News, VA

Jul 2016 - Aug 2020

- Delivered UX designs for interactive web apps, training courseware, and instructional designs for JDTC, TRADOC G-8, and Veterans Affairs, ensuring strict data and content privacy, design quality, and business outcomes
- Developed design and usability improvements for TRADOC's ODIN training content system, which increased its monthly users by over 200%
- Created visually-arresting animated and interactive courseware for VA, which increased user retention and improved learner assessment scores

- Redesigned TIMS legacy training, improving exercise creation speed by 95%
- Created social media and live event content, driving company brand and product awareness
- Contributed to games and interactive content designed in Unity, resulting in innovative product demos that won our company more business

Motion Designer
Bajibot Media, Inc. | New York, NY

Aug 2015 - Sep 2015

- Animating and developing digital rich-media ad work for Snyders of Hanover

Interactive Motion Designer
MRM Worldwide | New York, NY

Jul 2013 - Jul 2015

- Conceptualized engaging advertising stories and implemented them into interactive media for clients such as Verizon FiOS, USPS, Nikon, IHOP, Cigna, Zurich, and more
- Animated and produced digital advertising media through timeline and Actionscript-based processes in Adobe Flash, streamlining the process and increasing deliverable output
- Responsible for storyboards, animation, and video editing in Adobe After Effects and Premiere, leading to high-impact pre-roll video advertisements
- Collaborated closely with fellow Designers, Copywriters, Project Managers, and Art Directors to increase click-through rates and drive business growth

Core Skills

Design Thinking, Design Systems, User Personas, User Stories, User Flows, Journey Mapping, Wireframing, Prototyping, Accessibility (WCAG Standards), Responsive & Mobile Design, UX Validation, User Research, Usability Testing (UAT), Heuristic Evaluation, Data Synthesis, Motion & Interaction Design, Art Direction, HTML & CSS, Agile Methodology, Lean UX, B2B & B2C, Software as a Service (SaaS), Figma, Adobe Photoshop, Miro, Jira & Confluence

Education

Savannah College of Art and Design

May 2013

Bachelor of Fine Arts Animation