

Cassandra Trissler

User Experience Designer | Illustrator

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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

Apr 2023 - Present

Freelance | Atlanta, GA

- 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.

Art Teacher

Aug 2024 - Present

Atlanta ContactPoint | Atlanta, GA

- Designed and facilitated interactive, developmentally appropriate art experiences tailored to the needs of preschool and elementary students.
- Observed and adapted lessons in real time based on student engagement and feedback, ensuring inclusive and accessible participation.
- Fostered a creative, welcoming environment that prioritized the emotional and experimental journey of each child through hands-on exploration of visual arts.

Shift Lead

July 2024 - Present

The Splatter Studio | Atlanta, GA

- Improved end-to-end customer experience by auditing booking flows (FareHarbor), refining in-studio processes and experiences, and addressing post-visit pain points.
- Developed a new system for product pickup and shipping process, reducing errors and improving turnaround time.
- Delivered memorable, hands-on art experiences for hundreds of guests weekly: facilitating demos, guiding activities, and offering personalized tips.
- Co-managed studio operations: opening/closing, event set-up, inventory, and team coordination.
- Onboarded and trained new team members, ensuring consistent service quality.
- Organized and maintained product catalog in Square POS.

User Experience Consultant

July 2021 - Mar 2023

Kin + Carta | Denver, CO (Remote)

- Improved user satisfaction for Magellan LP's SaaS mobile suite by automating workflows, reducing errors, cutting training and travel time, and delivering insights to boost KPIs.
- Optimized user flows in Auto Approve's multi-step enterprise software, increasing lead conversions and loan agent productivity.
- Enhanced Starz's CMS to automate metadata entry, lowering time on task and errors while strengthening brand presence in a competitive market.
- Redesigned Broadnet's virtual town hall service to streamline workflows, enable role-based customization, and increase viewer engagement.
- Led product demos for cross-functional stakeholders, aligning design, engineering, and business goals.
- Delivered team training on Design Systems, Lean UX, Conversational UX, Accessibility, and Sustainable design practices.

Product Designer

Sep 2020 - July 2021

Highgate Training Systems/Threat Tec | Hampton, VA

- 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

July 2016 - Aug 2020

Intelligent Decision Systems, Inc | Newport News, VA

- 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

Aug 2015 - Sep 2015

Bajibot Media, Inc. | New York, NY

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

Interactive Motion Designer

July 2013 - July 2015

MRM Worldwide | New York, NY

- 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

Bachelor of Fine Arts • Animation

May 2013