

Cassie Castrejon

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Visual and UX Designer passionate about building delightful user experiences through empathy and creativity.

Skills

Responsive Design
Customer Support
Competitive Analysis
Prototyping
User Research
User Flow
User Personas
Usability Testing
Typography
Card Sorting
Wireframes
HTML & CSS

Tools

Figma
Prott
Invision
Sketch
Principle
Brandcast
Photoshop
Premiere Pro

Education

Certificate of UX Design
CareerFoundry: 2018-19

B.S. Env. Science &
Chemistry Minor
WWU: 2011-2013

Experience

Visual Designer / Customer Success Team at Brandcast
San Francisco, CA / Nov. 2019 - Dec. 2020

Supported customers from 60+ accounts. Designed responsive website content for both internal and external use. Collaborated cross-functionally with Creative, Marketing, Engineering, Product, and Commercial Teams to ensure customer success. Led design product training, and company Diversity, Equity and Inclusion activities.

Freelance UX Designer and Student / CareerFoundry
Oakland, CA / Oct. 2018 - Nov. 2019

Incorporated the use of modern UX design tools into the creation of two mobile apps, Note Life and TatThat. Journeyed through competitive analyses, user research, persona creation, site map ideation, through high fidelity wireframing, user testing, and continuous iterative designing.

Coach & Administrator / Alameda Riptide Club Rugby
Alameda, CA / Nov. 2016 - Nov. 2019

Coached high school girls from Oakland, Berkeley, and Alameda. Designed team clothing and marketing material. Created and managed social media accounts. Coordinated referee coverage and official documentation.

Sales Associate / Huckleberry Bicycles
San Francisco, CA / Feb. 2018 - Mar. 2019

Managed online inventory and promotion through Shopify and Ebay. Remained up-to-date with products in the market to allow customers to make informed purchasing choices.