



# Mary Casserly

User Experience Designer

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## EXPERIENCE

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

| September 2014 - Present

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

- Conduct user research and analyze insights to create personas and storyboards
- Develop business flows, user flows, site-maps, web architecture and navigation
- Design wireframes & interfaces, conduct usability testing for Web, iPhone, iPad and Android
- ♦ Won 3 of 5 Challenges at Developer Week 2016
- ♦ Presented to VC panel as selected top 10% at LAUNCH Hackathon 2016

### Academic Administrator / Assistant Technical Manager

| January 2008 - Present

Academy of Art University Photography Department

- Re-designed navigation flow and access levels for equipment reservations
- Manage judging 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 team members
- Graphic design, marketing, and social media for department news and events
- Produce field trips and events including an exhibit at Fairmont SF on display through 2016

### Graphic Designer & Photographer

| January 2005 - Jan 2015

Clients Include: Xension, Investicon, LIR, USA Hostels, Pilgrim Quilts

- 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

### Office Manager

| January 2006 - June 2007

Jane Siegel & Associates

- Managed office operations, databases, and filing
- Designed & implemented role-based secure file-shared network to digitize office

### Studio Assistant

| February 2003 - June 2007

White Walls Gallery, The Shooting Gallery, Artist: Jonathan Kline, USDAN Gallery, The Henry Studio

- Assisted with sales and marketing, daily and during busy opening nights.
- Maintained vendors, marketing correspondence, client database, and gallery inventory.
- Worked as Photo assistant in lighting studio, and offsite events.



## EDUCATION

**IDEO / Acumen** | Human-Centered Design Course - June 2016

**General Assembly** | User Experience Design Certificate - May 2015

**Academy of Art University** | ongoing courses in Web New Media & Photography - 2010-Present

**Bennington College** | Bachelor of Arts; Digital Arts & Photography - June 2007



## 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 for art shows and events to raise funds
- ♦ Personally raised over \$10k to date



## 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  
 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



## TOOLS

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