

# Cassie Castrejon

cassiecastrejon.com cassiecastrejon@gmail.com 206-331-2324

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

## Skills

Sketching  
Responsive Design  
Customer Support  
Competitive Analysis  
Prototyping  
User Research  
User Flow  
User Personas  
Usability Testing  
Card Sorting  
Wireframing  
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. Worked in a fast-paced environment, balancing multiple projects at a time. Designed responsive website content for both internal and external use. Collaborated cross-functionally with Creative, Marketing, Engineering, and Product teams to provide insight from customer product requests. Led design product training, and company Diversity, Equity & Inclusion activities.

**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 website, marketing materials, and clothing. Created and managed social media accounts. Coordinated referee coverage and official documentation.