

Cassie Barden

UX Designer

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I love crafting interaction details while keeping an eye on the big picture. I thrive when simplifying complex systems into elegant user flows. Curiosity drives everything I do, in design and life. And ambiguity isn't scary - it's a door to growth.

My skills in writing, graphic design, and freelancing provide strong foundations and versatility to my UX work. I am adept at collaborating with teammates, internal stakeholders, and working directly with clients. I have many years of experience taking designs from research and ideation, through to testing and execution.

Interaction Design Skills: User flows, wireframing, usability testing, prototyping, information architecture, user research and synthesis, UI design, UX writing, typography, color theory, grid systems

Core Skills: Communication, collaboration, seeking/receiving/providing critique, peer leadership, inclusive design thinking

Tools and Software: Figma, Sketch, InVision, Adobe Creative Suite, OptimalSort, Miro

WORK EXPERIENCE

UX/UI Designer

1 year 4 months

Freelance

- Provide UX and Visual Design to solve business challenges. This includes user-centered, data-driven, and research-based usability audits, wireframes, interaction design, and brand-aware visual design and UI
- Deliver implementation-ready mock-ups, design and style guides, and annotated documentation for developers

UX Design Teacher's Assistant

2 months

School of Visual Concepts

- Co-developed curriculum with the instructor
- Provided design critique, feedback, and tutoring to students the UX Design program

UX Designer: UX Certificate Capstone Project

3 months

Bill & Melinda Gates Foundation Discovery Center

- Lead client liaison, meeting regularly with the customer to understand their vision and goals. Delivered the design presentation for the client
- Led the design team, encouraging and facilitating broad ideation aligned with client needs and goals while maintaining project momentum. Set the standard for inclusive team culture and created opportunities for team members to accomplish individual growth goals
- Responsible for user flow, interaction design, design documentation, and data handling research

Web & Graphic Designer

4 years

Martingale & Company

- Designed, launched, and operated modern, user-friendly consumer-facing and b2b company websites
- Implemented user-centered best practices in a redesigned email newsletter, sharply increasing positive customer feedback and reducing unsubscribes
- Produced a wide variety of print and web marketing materials, including the company's print catalog, web and print advertising, and large-scale trade show assets

EDUCATION

Certificate in User Experience Design

School for Visual Concepts, Seattle, WA

BA in Nonfiction Writing and Fine Art

The Evergreen State College, Olympia, WA