Kassandra Dower

Freelance Designer
KassDower.com
(407) 414-2100
Kass.Dower@gmail.com

UX Designer/ Web Designer | Freelance NYC, TX, FL Jul 18'- Now

•Conceptualize Brand Development, Web Design, and Graphic Design all using User Experience and Human-centered design processes.

• Execute client/ stakeholder meetings to define success, determine existing user data, brand, and business goals.

• Analyze existing data, desk research, user research, and apply necessary UX strategy to discover valuable insights; user interviews, contextual inquiries, card sorts, surveys, and usability & A/b testing.

• Design with insight to appeal to target users; By applying color theory, design principles and elements, consumer psychology, content strategy, research, and UX writing.

• Produce the necessary client deliverables: presentations, responsive website, research findings, heuristic report, brand style guide, graphics, personas, customer journey maps, flows, wireframes, usability reports, business analysis, and prototypes.

• Deliver beautifully curated digital experiences within time constraints.

UX Digital Designer| Flowers of the World NYC, Sep 18'- Jan 20'

• Collaborated with the various teams; art director, social media manager, floral designer, event planner to provide for digital media.

• Create personas/ market profiles via contextual inquiries, user surveys, personas, and research.

• Establish brand and product standards, style guide, and design promotional print for both physical and digital products (floral arrangement design).

• Classified, categorized, and tagged a photo database of over 11,000 photos, videos, and files.

• Generated all graphic design for digital media and client deliverables, seating charts, mockups, social media graphics, promotional and seasonal brochures.

• Redesign a basic website as well as a commerce site for floral arrangements sales and performed A/B testing.

UX Designer| Intuary inc. NYC, June- Aug 18'

•Designed responsive website and style guide for developing finance branch.

•Generate valuable user data research via interviews, surveys, contextual inquiry, user interviews, and desk research.

•Establish the company's position within market place; validate or invalidate marketplace necessity through research.

•Conducted team meetings, design studio, usability testing, gathered feedback, iterated; usability results and research to influence user-centered design and iterations

Education & Certs

General Assembly
UXID- 2018

Google Analytics Academy- Google Analytics Basics 2020

Arizona State University (online) Technical communications; Enrolled

OCSA, FL- Visual Arts COC endorsement 2012

NLP International - Hypnotherapy 2019

Skills

Design

•*Visual Design* •*Branding*
•*Web Design* •*Graphic Design* • *Product Design*
•*Qualitative/Quantitive Research* • *Agile methodology* • *UX Writing*
•*Information Architecture*
•*Usability testing*
•*Wireframes* • *Prototyping*

Tools

•*Sketch* •*Figma* •*Zeplin*
•*Miro* •*Invision*
• *Adobe creative Suite*
• *Microsoft Office*
• *Google Suite* •*Slack*
• *Wix, squarespace, weebly*
• *Optimism/ positive disposition*