

Cassandra Peterson

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UX/UI Designer with 9 years of experience in designing intuitive, user-centered digital products across web and mobile platforms. Expertise in user research, wireframing, prototyping, and creating responsive designs, establishing an optimal user experience at every stage of the design process. Focusing on delivering solutions that balance both user needs and business goals, driving positive results such as increased engagement, conversions, and user satisfaction.

Professional Experience

Surplus Sales Of Nebraska | **Senior UX/UI Designer**

Feb 2023 - July 2024

- **Drove a 143% increase in the search engine results, a 75% surge in web traffic, and a 23% boost in page views per session** by leading the design and launch of a new website for a client undergoing a rebrand, making certain, it was aligned with their updated scope and product vision.
- Effectively executed intricate design projects with multiple teams, verifying timely delivery and alignment across functions by leveraging strong coordination abilities and balancing business goals with design objectives.
- Designed and implemented innovative solutions to integrate Microsoft Dynamics with REST APIs, optimizing UI functionality, enhancing SQL database performance for 75,000+ items, and coding over 10,000 items into the website using HTML, which **improved data accessibility and user experience**.

FASTSIGNS® | **Visual Designer**

May 2022 - Feb 2023

- **Improve workflow efficiency** by developing clear design templates and guidelines that made it easier for customers to submit their artwork, ensuring faster turnaround times and reducing errors in the production process.
- Leveraged advanced ripping software to optimize color profiles and streamline color management processes, enhancing project consistency and **driving improved outcomes across all print projects**.
- Effectively presented design concepts to clients, confirming clear communication and incorporating their feedback to refine and elevate final deliverables, resulting in **enhanced client satisfaction and stronger business relationships**.

Direct Insight Services Inc. | **Creative Director**

Apr 2021 - Aug 2022

- Designed and coded responsive promotions for weekly email campaigns, **optimizing user engagement and click-through rates**.
- Developed compelling narratives that highlighted the firm's expertise and successes, enhancing brand identity and trust, resulting in an **increase in client engagement**.
- Partnered with investigative teams to transform complex services into clear, compelling messages, **driving a significant increase in service inquiries and fostering greater customer engagement**.

Continental Graphics | **Graphic Designer**

Feb 2018 - Mar 2019

- Successfully led design projects from concept to completion, consistently meeting deadlines and delivering high-quality results that contributed to **improved project efficiency and client satisfaction**.
- Created innovative and on-brand artwork and designs that not only adhered to brand guidelines but also successfully conveyed the desired message, driving **improved brand consistency and deeper audience connection**.
- Applied color theory principles to create visually cohesive and aesthetically engaging designs, **enhancing brand appeal and improving overall visual consistency across projects**.

Education

Miami International University of Art & Design
Bachelor's degree in Web Development - BA | Web Design

Oct 2021 - Mar 2023

Independence University
Associate of Arts and Sciences - AAS | Graphic Design

Mar 2016 - Oct 2017

Licenses & Certifications

Photoshop: Creative Video Compositing | Developing a Design System with UXPin | Creating a Design System with Adobe XD | Google Ads Display Certification

Technical Skills & Tools

Web Technologies: HTML, CSS, JavaScript, Responsive Web Design, Bootstrap, SQL

Design & Prototyping: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Adobe XD, Figma, Canva

Web Development & Frameworks: GitHub, DigitalOcean, Wagtail, CMS (Content Management Systems)

User Interface Design: UI/UX Design, Responsive Design, Prototyping

SEO & SEM: Search Engine Optimization (SEO), Search Engine Marketing (SEM)

CRM & CMS Tools: Microsoft Dynamics, CRM Platforms

Analytics: SEMrush, Google Search Console, Google Analytics