

RASHAN CASSEUS

SENIOR PRODUCT DESIGNER

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Ambitious in my approach to design, and constantly looking for opportunities to improve the user experience.

EXPERIENCE

SENIOR PRODUCT DESIGNER Wistia

Mar. 2021 - Present

Collaborating with product and engineering to create an online based webinar tool for marketers using AI technologies. Enabling beautiful and engaging webinars, that are visually striking and generate leads.

PRODUCT DESIGNER Catchafire

Dec. 2019 - Mar. 2021

Responsible for user dashboard experience. Conducted user research and unmoderated testing, creating detailed and actionable personas. Lead design changes to improve the project marketplace experience and listing pages.

SENIOR UX DESIGNER W. W. Norton

May. 2016 - Dec. 2019

Led the design team in overhauling the flagship e-commerce website to a modern experience using UX best practices and improved accessibility. Conducted user testing, stakeholder interviews, and creating a design system.

UX DESIGNER Evoke Health

Mar. 2013 - Feb. 2016

Worked within a team to create user journeys, flowcharts, and wireframes. Pushed web innovations to ensure that our designs were relevant and usable.

INTERACTIVE DESIGNER BoomBox

Feb. 2010 - Feb. 2012

Utilized user-centered design principles to satisfy challenging marketing emails and micro-sites for financial clients.

JUNIOR VISUAL DESIGNER R/GA

Nov. 2007 - Sept. 2009

Built the Small Business website for Verizon.com while collaborating with product and engineering. Helped develop pattern library, streamlining designs and production for development and user.

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY

Bachelors of Art. Graphic Design

SCHOOL OF VISUAL ARTS

Continuing Education: Introduction to Information Architecture and Design

KNOWLEDGE

Skills Site Map, User Testing, Wireframes, Flowcharts, Functional Specifications, Personas, Sketch, Adobe suite, Figma