

something I specialize in.

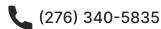
# Nick Kassebaum

proficient in Figma and Design Libraries, so creating digital products using modern technology is

Senior Visual Designer 10+ years experience

Hey there, I'm Nick. I'm a professional visual designer with a focus on product screens, design system and website design. I understand the importance of design principles paired with UX thinking, and put thoughtful consideration into product fit and stakeholder requirements into every project. I'm highly

Aside from product design, I also have website design and production skills through Webflow, Wordpress and have led a long freelance career launching and developing websites for small businesses before my recent plunge into full-time work.



Brooklyn, NY

www.nkassebaum.com

## **Skills**

Figma
Design Systems
Product & Screen Design
UX Ideation & Annotations
Website Design & UX
After Effects & Prototyping
Webflow

## **Clients & Experience**

#### **The Charles Group**

August 22 - June 23

#### **VeroSkills**

July - August 2022

#### **Code and Theory**

August 2021 - July 2022

## Nielsen

June 2021 - August 2021

#### Resy

June 2019 - January 2020

## Criteo

May 2019 - July 2019

#### Smartly.io

February 2019

## Senior Visual Designer

I was worked with a team of talented project managers, producers, designers, coders and business experts to create websites, interfaces, app designs, one-page marketing sites and more for this New York based digital agency.

#### Head of Product

I executed design thinking for UX product design for this upcoming online recruitment tool (similar to LinkedIn). I also created the entire breadth of product screen designs, powered by a vast design system I created specific to their brand guidelines and product needs.

## Senior Visual Designer

For this award-winning design agency, I worked in a senior position reporting directly to the project art director, overseeing a team of junior designers in the creation of web pages, in-depth forms, e-commerce systems, digital bill design for clients such as Microsoft, Goldman Sachs, Party City, ConEd, Equifax and more.

#### Visual Designer

Assisted transition all of the existing Nielseon business-facing apps on warehouse level smartphones to be comprised of the new Nielsen brand "Nielsen IQ" replacing icons, headers, spacing artifacts and more. Updated more than 20+ apps with the new visual system.

## Marketing Designer

I worked with their B2B sales team to come up with a set of landing pages in Hubspot that could be used by the marketing team to target specific audiences by only changing the text and photos. We also created a set of generic landing pages to be used with lead generation campaigns.

#### Junior Web Designer

I assisted in the transition from the Senior Web Designer into a new role, and helped allocate their responsibilities into the marketing and design team. I also helped design a new set of web pages that targeted a small-business specific offer their company was working on.

## Visual Designer

During this time I supported the sales team at Smartly with illustrations for blog posts, pitchdecks, one-pagers, case study designs, tradeshow booth designs and more.

## **Education**

## Virginia Commonwealth University

Fall 2013 - Spring 2016

## Patrick Henry Community College

Fall 2007 - Spring 2010

#### Creative Advertising

Took courses related to design and advertising foundational skills, as well as general education math, history and writing courses.

#### Associates of Arts and Science

Completed an Associates Degree in order to transfer to a four-year university in Virginia.