



Nick Kassebaum

Senior Visual Designer
10+ years experience

(276) 340-5835
Brooklyn, NY
nkassebaum@gmail.com
www.nkassebaum.com

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 proficient in Figma and Design Libraries, so creating digital products using modern technology is something I specialize in.

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.

- ### 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

- 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.

VeroSkills

July - August 2022

- 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.

Code and Theory

August 2021 - July 2022

- 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.

Nielsen

June 2021 - August 2021

- 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.

Resy

June 2019 - January 2020

- 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.

Criteo

May 2019 - July 2019

- 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.

Smartly.io

February 2019

- 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

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

Patrick Henry Community College

Fall 2007 - Spring 2010

- Associates of Arts and Science**
Completed an Associates Degree in order to transfer to a four-year university in Virginia.