

Adam Cassidy UX/UI Designer

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Experience

UX Designer / WEX

Apr 2021 – Now

- Designing a web app for businesses to issue and manage virtual and physical credit cards, and make B2B payments.
- Designing and pitching an iOS app for gig workers to learn about, enroll in, and manage their benefits.
- Create components and UI patterns for the WEX design system.

UI/UX Design Mentor / Springboard

Nov 2020 – Jun 2023

- Conducted weekly 1:1 meetings with UI/UX design track students, with a total of 250+ completed calls.
- Provided course guidance and feedback on assignments and projects.

UX/UI Designer / KeyBank

Aug 2020 – Apr 2021

- Designed user flows, wireframes, hi-fi screens, and prototypes.
- Collaborated with product and research teams to understand personas, user and business goals, and pain points.
- Created components and assets for the Key design system.

Graphic Designer / The Ohio State University Jan 2016 – Aug 2020

- **Dept of Athletics:** Collaborated with teams to create designs for events, recruiting, facility graphics, apparel, promotions, and ticket sales.
- **Admin and Planning:** Designed marketing and communication materials for safety initiatives, transportation, UniPrint, and WOSU public media.

Design Associate / Tavistock Group

Jun 2014 – Jan 2016

- Designed marketing and communication materials for real estate, hotels and resorts, restaurants, and sporting events in the Tavistock portfolio.
- Worked as one of the lead designers for the 2015 PGA Tour Hero World Challenge for its first year at Albany, Bahamas.

Graphic Design Intern / Walt Disney World

Jun 2013 – Jun 2014

- Designed internal communication materials on park operations, safety, special events, and employee benefits for 90,000+ Cast Members.
- Assisted with the layout of *Eyes & Ears* magazine.
- Illustrated a *Sleeping Beauty* wallpaper for the Disney Parks Blog.

Education

Thinkful

UX/UI Design Bootcamp
2020

Miami University

Bachelor of Fine Arts (BFA)
Graphic Design
2008 – 2013

Skills

Design thinking

UX/UI

Visual design

Wireframing

Prototyping

Design systems

Branding

Typography

Project management

Tools

Figma

FigJam

Photoshop

Illustrator

InDesign

HTML/CSS

ClickUp

Jira