

Adam Cassidy

UX/UI and Visual Designer ▪ adamcassidy.com ▪ adamkcassidy@gmail.com ▪ 937-903-9292

Experience

UX/UI Designer, Contract

KeyBank

Aug 2020 – Apr 2021 ▪ Cleveland, Ohio

Reframe product requests as user-centered design problems. Collaborate with product management and engineering to define and implement design solutions for product direction, visuals and experience. Create components and assets for the KeyBank visual language and digital design system. Execute wireframes, mockups, user flows and documentation, and ensure accessibility and consistency across experiences.

Graphic Designer, Department of Athletics

The Ohio State University

Jan 2018 – Aug 2020 ▪ Columbus, Ohio

Created and managed design work for various teams and non-sport areas. Types of projects included apparel, branding, facility graphics, marketing and promotions, recruiting, fundraising and ticket sales. I was responsible for leading creative from beginning to end and communicating with clients and vendors. Built a weekly department email newsletter that was sent to more than 120,000 Buckeye fans, and used analytics to track performance and engagement.

Graphic Designer, Office of Administration and Planning

The Ohio State University

Jan 2016 – Dec 2017 ▪ Columbus, Ohio

Provided design, marketing and communication solutions for the departments within Administration and Planning (A&P). Supported university safety initiatives by organizing and creating campus-wide campaigns and events. Developed an annual strategic marketing plan for UniPrint, Ohio State's official printer, and led the migration of the UniPrint website to Drupal. Created digital ads and branding materials for WOSU Public Media special events and seasonal pledge drives. Built a monthly A&P email newsletter and used analytics to track performance and engagement.

Design Associate

Tavistock Group

Jun 2014 – Jan 2016 ▪ Orlando, Florida

Provided design, branding, marketing and communication solutions for clients in the Tavistock portfolio. Created and managed design materials to strengthen brand positioning, promote events and offers, increase sales and assist with business growth and development. Worked as one of the lead designers for the 2015 Hero World Challenge—a PGA Tour golf tournament—for its inaugural year at Albany, Bahamas. Designed banners, signage, invitations, marketing materials and a 170-page magazine for the event.

Graphic Design Professional Intern

Walt Disney World

Jun 2013 – Jun 2014 ▪ Orlando, Florida

Designed and managed internal communication materials for an audience of more than 90,000 Walt Disney World and Disneyland Resort Cast Members. Projects included information on park operations, safety, special events and employee benefits. Assisted with the layout of Walt Disney World's internal publication, *Eyes & Ears*. Illustrated a print and digital *Sleeping Beauty* wallpaper for the Disney Parks Blog.

Skills & Tools

Design Thinking
UX/UI and Visual Design
Photoshop, Illustrator, InDesign
Figma, Miro
HTML and CSS
Keynote
Branding and Identity
Project Management
Print Production

Education

Thoughtful

UX/UI Design

2020 ▪ thoughtful.com

Miami University

BFA, Graphic Design

2008–2013 ▪ Oxford, Ohio

Involvement

UI/UX Design Track Mentor

Springboard

2020 – Present ▪ springboard.com

Weekly 1:1 meetings with UI/UX design track students to provide course guidance and feedback on projects.

Volunteer

Columbus Society of Comm Arts

2016–2018 ▪ Columbus, Ohio

Participated in planning meetings and student portfolio reviews. Greeted attendees and sold tickets at events.

Staff Advisor, Buck-I-SERV

The Ohio State University

2016–2017 ▪ New Orleans, Louisiana

Led two different groups of nine Ohio State students to help rebuild homes for a week in the Lower Ninth Ward.