



CONTACT

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+1-(917)-825-3870

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github.com/defy1x

TOOLS



UX/UI



ADOBE CC



HTML5



CSS3



JAVASCRIPT



UNITY

EDUCATION

**Associate of Applied Science, Web and Multimedia Design
Art Institute of NYC, 2008 - 2010**

**Certification of Completion:
UX, PM, DA, FEWD, JS, & DGM
General Assembly, Sept 2020**

**Springboard UX/UI Program
March 2020 - December 2020**

CERTIFICATIONS

**Certified Scrum Master
Scrum Alliance, June 2019**

**NNG Master UX, 26 Certifications
October 2019 - April 2020**

**Wharton Business Analytics
August 2020**

Cassandra McDonald

UX/UI Designer & Front-End Engineer @ UBS

A Master Certified Senior Product Designer with 10+ years of web design and front-end development experience, including 7+ years of user experience (UX) and user interface (UI) design in a variety of industries. Excels at collaborating in a cross-functional environment as a subject matter expert in finance and data-driven projects. Experience working on projects in all stages from gathering requirements to deploying web and native mobile applications. Expert in integrating UX/UI capabilities with business goals to craft a cohesive strategy.

WORK EXPERIENCE

Senior UX/UI Designer / Associate Director

UBS (NYC), February 2020 - Present

- Designing and building native mobile, web, and desktop based innovations for Investment Research.

Mentor / Bootcamp Course Leader

RookieUp (Worldwide), January 2020 - Present

- Mentoring students and business professionals online in UX/UI design and Front-End web development in partnership with the Interaction Design Foundation.

Lead UX/UI Designer / Front-End Developer

S3 Partners (NYC), January 2013 - Feb 2020

- Gathered requirements from stakeholders and conducted UX research based on data to craft UX personas.
- Created UI redesign and rolled out new features for application screens for Bloomberg & NASDAQ including drill-downs, charts, and financial details.
- Developed websites and landing pages using HTML5, CSS3, JavaScript and Tableau by collaborating with engineers.

Senior UX/UI Designer / Assistant Manager

Estee Lauder (NYC), March 2018 - Sept 2018

- Rolled out site features, including pages and functionalities to increase site performance and sales.
- Increased sales 10% by working with Global Brand team on best UX/UI practices for site design.



Cassandra McDonald

UX/UI Designer & Front-End Engineer @ UBS

Senior UX/UI Designer / Front-End Developer

E.S. Originals (NYC), Sept 2016 - March 2018

- Interviewed customers, coworkers, and stakeholders to align on a business strategy for user needs.
- Initiated processes establishing UX design using a user-centered design (UCD) approach as the first stage of all web and mobile developments.
- Developed all front-end functionality, including JavaScript to allow third-party integration.
- Increased sales ~80% by redesigning and developing an e-commerce platform using HTML, CSS, and JavaScript.

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Lead UX/UI Designer / Project Manager

WorldQuant (NYC), October 2014 - January 2016

- Worked with UX researchers to understand user needs and sketch low-fi design deliverables.
- Created 25+ wireframes, designs, dashboards, and features into the platform and mobile application.
- Displaced competitors by anticipating user needs to deliver interactive device apps and become the #1 Apple Store quantitative finance app.
- Managed design, assisted with product management, and QA with on-site and off-shore developers, reducing project budget by ~30%.

Web Designer / Developer

Brooklyn Body Works (NYC), April 2012 - Dec 2013

- Rebranded logo and brochures for clients.
- Designed and developed a responsive Bootstrap site for Mobile, iPad, and Desktop.
- Implemented a custom CMS allowing stakeholders to easily update websites.

Web Designer / Developer

Expand the Room (NYC), May 2010 - June 2011

- Developed and designed mockups in Photoshop, designed websites, assisted with UX and wireframes of user flows.