Casey Marie Crowe

PRODUCT DESIGNER

With over 12 years of exexprience working for a wide variety of brands, I have helped large and small companies build great products and strong visual identities. My skills include advanced UI/UX abilities, writing thorough and well researched specs for feature development, wireframing and animated prototyping, communicating and working closely with developers on implementation, and a strong sense of visual taste and style. Most importantly, I know how to ship products, test them, and create effective deliverables for growth, conversion, and user experience.

SPECIALTIES

UI/UX	wireframing	transitions
user research	prototyping	branding
HTML/CSS/JS	animation	art direction
copywriting	spec writing	illustration

SOFTWARE

Sketch	Photoshop	Trello
Balsamiq	Illustrator	Asana
InVision	InDesign	Pivotal
Flinto	Notion	Keynote

EDUCATION

School of Visual Arts - Graphic Design / Advertising *2007 - 2009*

JAMMER Keezy Corp. *2018 - 2019*

- **Senior Product Designer** responsible for feature development for a suite of music-based apps. I worked closely with musicians and developers to help build easy-to-use music recording software for mobile and web. I worked on product directives from Kanye West, Chance the Rapper, Francis and the Lights, and Scooter Braun.

kiyo Li.st *2017 - 2018*

- **Product Designer** hired to lead design for a social iOS app released by BJ Novak's ListApp. I was responsible for most product design decisions from prototyping to implementation. Upon its release, Kiyo was featured in the Apple App Store under "New Apps We Love."

fundera Susquehanna Growth Equity *2013 - 2017*

- **Head of Design** for a SMB loan marketplace startup. I was the 1st employee and helped grow the product through 3 rounds of funding. Fundera now employs over 100 people and in 2018, made $15.6 million in revenue.

groupme Skype (Microsoft) *2011 - 2013*

- **Lead Product Designer** for a mobile chat startup. I was the 1st design hire, responsible for the entire brand and visual design, as well as creating a consistent user experience for the product across *all* platforms. Growth was achieved with keen user research and fast development cycles. GroupMe was aquired by Skype in 2012 for $80 million.

CollegeHumor IAC (InterActiveCorp.) *2008 - 2011*

- **Web Designer** for a comedy website. I started my career as an intern helping the ad sales department make custom RFPs. Eventually, I was hired as a full-time Web Designer. I also designed all graphics for the MTV Series, rebranded multiple entities, and designed their first iOS app.

Contract Designer for numerous clients, offering services including branding, visual design, marketing, illustration, and print production. 2008 - NOW

CaseyMarieCrowe.com ↗

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