



CASSANDRA GOODBY

DESIGNER & DEVELOPER

SKILLS

UI/UX

Interaction design
User Interviews
Usability Testing
Rapid Prototyping
AR Prototyping
Motion graphics
Front End Development

Tools

Figma
Sketch
Protopie
Adobe XD
Photoshop
Illustrator
InVision

Development

HTML5 & CSS3
JavaScript
iOS-Swift
Android-Java
Flutter

EDUCATION

University of Colorado at Boulder

M.S. Creative Technologies and Design

2020 | GPA: 4.0

B.S. Technology, Arts and Media

2018 | GPA: 3.9

CONTACT

cassandragoodby.com
cassandragoodby@gmail.com
linkedin.com/in/cassandragoodby

EXPERIENCE

Design Technologist

May 2020 – Present

Amazon - Last Mile

- Designed and developed internal design system website as the single source of truth for designers, developers and stakeholders to unify the user experience and reduce development time across the organization.
- Utilize rapid prototyping to innovate on behalf of our customer experiences and proactively investigate emerging technologies for lab testing, user experience research and leadership reviews.
- Develop tools and processes to ensure the success of design and to bridge the gap between design and engineering.

UX Engineer

August 2018 – May 2020

National Institute of Standards and Technology

Professional Research Experience Program Graduate Fellow

- Strategized and consulted with game developers and engineers to develop UI design system and user experience design methodology approach for multiple augmented and virtual reality based public safety products
- Directed research and design through prototyping, usability testing and high-fidelity mockups to validate design concepts

UX Researcher

January 2020 – May 2020

University of Colorado Boulder Too Much Information Lab

- Assisted on a research project to design self-tracking application to better communicate, represent, and understand bipolar disorder
- Defined, planned, and conducted remote user interviews with clinicians
- Analyzed and synthesized data from remote interviews to distill key findings and inform the design process

Front End Developer

May 2016 – August 2018

National Institute of Standards and Technology

Professional Research Experience Program Undergraduate Fellow

- Designed and developed a kiosk-based web application for Consumer Electronic Show exhibition, annual stakeholder meeting and in-house tours
- Conducted research, developed design requirements and usability tests with 20+ stakeholders to produce user-centric product.

PUBLICATION

“The Multiplicative Patient and the Clinical Workflow: Clinician Perspectives on Social Interfaces for Self-Tracking and Managing Bipolar Disorder”

Co-author and published in Designing Interactive Systems Conference 2021. 907–925.