

Mary Eleanor Casserly

User Experience Designer | Photographer
(415) 860-0262 | marycasserly@gmail.com | marycasserly.com

SKILLS: UX & UI Design [User Research, Usability Testing, Card Sorting, Affinity Diagraming, A/B Testing, Persona creation, Story Boarding, Information Architecture (IA), Navigation, Wireframing, Prototyping, Content Analysis, Comparative Analysis, Sitemap/User Flows/Process Flow creation]; Front-end Development [HTML, CSS, JavaScript, JQuery, PHP, FTP, Bootstrap, Github, Wordpress], Photography, Photo Editing, Graphic Design, Visual Design, Human-Centered Design, Customer Service, Management, Project Management

TOOLS: Adobe Acrobat Pro, Adobe Creative Suite [Bridge, Fireworks, Illustrator, InDesign, Lightroom, Muse, Photoshop]; Axure, Google Apps, Invision, Keynote, Marvel, Microsoft Office [Word, Excel, Outlook, PowerPoint], Omnigraffle, Peopelesoft, Salesforce, Sketch, Sublime Text & always a graph paper notebook

PROFESSIONAL EXPERIENCE

Freelance | 2014 - Present

- User Experience research, Usability Design, Graphic Design, Art Direction and Photography
- Conduct user research, surveys, and testing to determine problems, personas, and storyboards
- Develop user flows, site maps, information architecture, navigation, wireframes and prototypes
- iPhone / iPad / Android application design; marketing email, landing page, and website design
- Complete sketching, branding, identity creation, and logo design from concept to production
- Photograph products, portraits, interiors and lifestyle for banners, brochures, and publications

Academy of Art University; Photography Department | 2008 - Present

- Project Management for Inventory, Curriculum, Yearly and project Budgets, Art Shows and Events
- Developed forms and system to streamline event and studio booking process for all instructors
- Developed new workflows and databases to improve time efficiency by more than 50%
- Designed Web Architecture hierarchy and process flow for online equipment management system
- Created and maintained service database and tracking for all lost and damaged equipment
- Managed Team of 12 in renting out photo, darkroom, and lighting gear via 3 different Issue rooms
- Maintained roles, relationship levels and hierarchy of equipment in the Webcheckout database
- Analyzed and refined access levels for students and staff to have fair access to equipment

Starbucks 2005 - 2010

- Managed store operations, inventory, ordering, and schedules for up to 6 employees on shift
- Processed and calculated end of day tills, daily deposit, and weekly tips for all employees
- Handled merchandising, inventory control, ordering and operations for high volume retail cafe

Jane Siegel and Associates / NE Water Works / USA Hostels | 2003 - 2007

- Digitized office documents and organized into a simplified navigational intranet
- Photographed and designed for web advertising and marketing brochures

EDUCATION

General Assembly | San Francisco CA | UX Design

Bennington College | Bennington VT | BA in Photography and Computing

VOLUNTEER

Team in Training / Leukemia Lymphoma Society / Central Market Now / Races + Triathlons

- Continually volunteer at local art and design events, triathlons, races, and swims.
- Mentor to first time fundraisers, runners and triathletes; advising in both training and fundraising.
- Have personally raised over \$10,000 through planning, marketing and hosting art shows and events.