

Mary Eleanor Casserly

User Experience Designer | Photographer
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SKILLS: UX & UI Design [User Research, Usability Testing, Card Sorting, Affinity Diagramming, 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, Bootstrap, Github, Wordpress], Photography, Photo Editing, Visual Design, Human Centered Design, Systematic Thinking, Facilitation, Customer Service, Management, Project Management, Administration

TOOLS: Adobe Acrobat Pro, Adobe Creative Suite: Photoshop, Illustrator, Lightroom; Omnigraffle, Sketch, Invision, Marvel, Salesforce, Peoplesoft, AAU Learning Management System, Webcheckout, Keynote, Microsoft Word, Excel, Outlook, PowerPoint

PROFESSIONAL EXPERIENCE

UX / Designer / Photographer – Robin / Cook Comix / LIR / Creative Cloud Experts / Ela | 2014 - Present

- Provide User Experience research, Usability Design, Art Direction and Photography Consulting
- 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

Academic Administrator / Assistant Manager - Academy of Art University Photography | 2008 - Present

- Project Management: curriculum, calendars, budgets, and events.
- Developed new workflows and databases to improve time efficiency by more than 50%.
- Developed forms and system to streamline event and studio booking process for all instructors.
- 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.

Supervisor - Starbucks 2005 - 2010

- Managed store operations, inventory, ordering, and 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 cafe.

Office Manager / Operations - Jane Siegel and Associates / NE Water Works Assoc. | 2003 - 2007

- Digitized office documents and organized into a simplified navigational intranet
- Photographed and designed for web advertising and marketing brochures.
- Managed HR/Accounting Operations: prepared/processed invoices, checks and payroll.
- Conducted interviews, coordinated student registration and course scheduling.

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 / 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.