

Cassandra Gallagher

UX / UI Designer

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415.652.3705

Brooklyn, NY

Education

General Assembly

User Experience Design Immersive

June 2016

Cornell University

College of Architecture, Art + Planning,
Bachelor of Science, Urban + Regional
Studies

May 2012

Process

Skills

- Agile methodologies
- Contextual inquiries
- Community outreach
- CSS
- Heuristic analysis
- HTML
- Personas
- Screeners / Surveys
- Storyboarding
- User flows
- User interviews
- User research
- Usability testing
- Wireframing

Programs

- Illustrator
- InVision
- Keynote
- Omnigraffle
- Photoshop
- Sketch
- Squarespace

Personal

- Basic Spanish
- Swimming
- Traveling
- Water Polo

Experience

UX Designer - Spur.nyc

February 2016 - Current

Spur is a whimsical, fine jewelry brand based out of NYC.

- Conducted user research to identify primary persona needs and gaps in user experience
- Redesigned client's website in Squarespace to fit brand identity and customer needs
- Updated website set to launch August 2016

UX Designer - VA Loan Captain

June 2016

VA Loan Captain is a veteran-owned VA home loan business that provides education and support for veteran-friendly real estate agents and veterans.

- Interviewed 5 realtors and 3 veterans to determine user needs, goals and wants
- Completed a full research report including feature and heuristic analyses to provide thought process behind design solutions
- Conducted 8 usability tests to determine iterations on prototype
- Beta product is set to launch August 2016

Online Course Producer at General Assembly

October 2014 - April 2016

- Curated User Experience Design Circuit curriculum with instructional design team to ensure quality + smooth student experience
- Hired 7 instructors for User Experience Design Circuit in 2 months
- Supervised over 1000 students by maintaining correspondence on a regular basis via email and resolving student issues
- Managed 12 instructors for Data Analysis + User Experience Design courses to gather feedback on curriculum + student experience and organized instructor schedules
- Used Excel to Compile + present data on course completion + student experience (NPS) on a monthly basis to advocate for the student experience
- Oversaw curriculum update for Data Analysis Circuit with lead instructor by using data to identify student pain points

Event Producer at vente-privee USA

October 2013 - October 2014

- Acted as a liaison between brands and the creative team to maintain the brands' visions in the sale
- Produced 90 sales that generated over \$2.5 million in revenue
- Balanced on average 7-12 sales at a given moment

Brand Ambassador at vente-privee USA

October 2012 - October 2013

- Trained 9 new brand ambassadors within one year of start date
- Assisted members with our interface via phone and email and relayed customer experiences to management
- Completed usability testing with tech team prior to mobile app launch