Andreà Cassar

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Technical Skills

* Windows, Mac, iOS, and Android
* Office 365
* PM Systems (JIRA, Azure, Teams, Basecamp, BI solutions Trello)
* CRM Systems (Salesforce, HubSpot, Marketplace, Mural, Salesforce Sandbox, Pega)
* Prototyping Software ( Invision, Adobe XD, Adobe Manager iMovie)
* Design Platforms ( Sketch, Figma, Axure, XD)
* Design Systems (Material, Apple, IBM, Atlassian, Salesforce Lighting, Adobe Spectrum, Shopify Polaris)
* Adobe Creative Suites (XD, InDesign, Photoshop, Illustrator, Studio Manager, Adobe Analytics (& CJA), Google Analytics)
* Hands-on WordPress development (HTML, CSS, light theme customization)
* GenAi including ChatGPT, DALL-E, Adobe Firefly, Lexica.art, Dreamstudio.ai, BlueWillow

Transferable Skills

* Derive business processes, analyze user needs, assist in requirements definition, lead design browser-based interfaces, design and conduct usability testing.
* Specializing in analyzing market research through various UX research methodologies to create best UX designs/products.
* Manage multiple large design projects with different design teams for various projects, including app, , portal, website, cross multiple enterprise environments, with in the retail, Healthcare, Medical, Government, Hardlines, and Softline goods industries.
* Manage UX Design Framework cycle, from start to finish with component leading to final UX/UI Design deliverables.
* Expert in using latest technologies to place start-up clients and established businesses in competitive markets.
* Influential and compelling speaker, able to blend client's business objectives into measurable end results.
* Creating effective cross-functional team relations to gather all necessary tools for project success.
* Collaborate with department heads and presenting to senior leaders, executives, board members with confidence.
* Successful project/contract management ranging from $50K up to $250MM.
* Knowledgeable UX/UI Designs in Salesforce, Infusionsoft, PEGA, and Hubspot CMR Systems.
* Expert in managing dev and design teams (Digital Graphic Designers, Print Designers, User interface designers, and User Experience designers) for well over 17 years.
* Proposal / Bid Team lead in UX/UI design strategy and pricing.

**Deloitte Studio Consulting** Jan 2022 - Present

*UX/UI Associate Creative Director*

**KROGER.** Lead the UX/UI design team executing timeline deliverables to convert the daily processes performed by each department within each store nation wide from the discontinued **ZEBRA MC9300 MOBILE COMPUTER** to the new **TC52-HC Touch Computer.** This was a 1.5 years engagement, with the creation of 17 apps utilized by all of Kroger store employees. At the same time I was on the Store of the Future project as lead UX researcher, during that time I lead the efforts on which UX research methodologies to take pending on which client ask was to be tackled.

**EdX/2U.** While placed on the EdX/2U client engagement I was in charge to create a rebrand for the merger of EdX and 2U. The client gave us a few requirements from a brand perspective, and we designed 25 web pages and 10 templates along with 40 different components to use with the web template pages. Through agile sprint cadence we delivered UX and then perfected via UI. The client contract was a total of 10 weeks for Design.

**MasterBrands Inc.** Brought on as a Senior consultant on how to convert an old original coded portal to Salesforce Lighting. During this quick 6 week engagement I was able to guide the client with journey mapping for each persona while leading the design team to design the UI within Salesforce Sandbox. Strategized how Salesforce lighting AI chat could also enable other UX for users, while conducting stakeholder interviews to best craft the IA of the internal portal.

**3M/Solventum.** Brought on the 3M start Called Solventum to build a B2B and a B2C portal with an e-commerce catalogue. During the 7 month timeline as the Design Lead, operated two different design teams from the USI offices. Responsibilities included to guide the client and design team in UX research and guiding in UX methodologies through agile sprint cadence.

*The below duties and responsibilities apply to all clients engaged at Deloitte.*

* Implement and strategize with Saleforce Developers and Administrators to ensure the client systems design strategies are implemented effectively and maintained over time. Collaborated with stakeholders and users to implement best UX/UI journeys to accommodate and convey users needs.
* Lead and manage complex user research projects, deeply analyzing user data, provide strategic insights to inform product decisions, mentor junior researchers, and effectively communicate research findings to stakeholders.
* Knowledge of a strong understanding of user psychology and a strategic mindset to guide innovation within projects.
* Derive design experience processes by researching and analyzing customer impressions through journey mapping. Analyze the users paths via analytics for best UX implementation.
* Partner closely with clients and give consultation on best UX/UI & digital architecture best practices.
* Work closely with cross-functional teams such as Engineering, Production, and Senior Management to provide guidance during development phase.
* Work in close collaboration with software engineers and product managers in the framework of an agile software development process. Manage cross-functional collaboration between product management and product development teams.
* Performs other duties by senior management such as pursue new clients, proposal engagements, etc.
* Create workshops, instruct design team to build personas, interaction flows/information architecture, low to high fidelity mock-ups, navigational flows, and high fidelity prototypes and many other UX/UI methodologies based upon design cycle.
* Develop approaches that work well across device types and interaction modalities – think responsive and mobile as well as traditional desktop.
* Effective communicating through workflows, stories, and wireframes to guide a team's work
* Manage design teams for each client engagement, asses and give team reviews, build team exercises to further UX/UI knowledge & training, Guide design team on yearly assessments.

WestAt | NIH & SSA Dec 2021 – Dec 2022

*Senior User Experience Designer/Architect*

* Derive business processes while educating Client and stakeholders on best UX process needs.
* Analyze user needs through the use of User Interviews, Usability Testing, Drawing out Personas, User Journey Maps, and other research methodologies of UX.
* Analyze user journeys with Adobe & Google Analytics, compare projected journey maps with actual live data, adjust, enhance product performance based upon findings.
* Assist UX Project Leads in requirements definition on different types of deliverables, these could be on evaluating risks, mitigating risks, establishing requirements for user testing.
* Utilizing data and research to design browser-based interfaces and mobile apps. Mobile apps will be a hybrid approach of Native and non native designs.
* Utilize Material, Apple Human Design, UEF, and Ionic Design Pattern Library to design user friendly desktop and mobile user interfaces.
* Elicit business goals and user needs from stakeholders to drive and aid UXG journey.
* Facilitate customer discovery sessions.
* Strategize and collaborate with project teams to create effective mobile and web experiences and innovative digital solutions.
* Create detailed user flows, wireframes, prototypes, and interactive concept demos for client-facing and internal projects.
* Conduct user research and interviews and provide reports on findings.
* Conduct heuristic analysis, metrics analysis, and stakeholder interviews.
* Create user journeys, user flows, empathy maps, user scenarios and personas.
* Determine and audit information architecture for various existing and new products based on end-user and business requirements.
* Conceptualize responsive websites, mobile, web and software applications, data visualizations, metric and operational dashboards/portals as well as infographic solutions.
* Create Conceptual Models, Journey Maps, Personas and Scenarios of Use.
* Create and refine screen prototypes through the use of Axure and Adobe XD.
* Document user requirements, screen designs, and design recommendations and present to Client and Stakeholders.

General Dynamics | Department Of Justice, Justice Programs Dec 2019 – Dec 2020

*Sr. UX/UI Lead of Customer Experience*

* Partner closely with Product Managers, Engineers, Architects, Developers, Scrum Masters, Stakeholders, and SEO to take conceptual ideas and turn them into functional and discoverable product features.
* Educate stakeholders and clients on defining which UX/UI methodologies, processes are used to certain aspects to progress on products.
* Lead and design elegant, simple, human-centric flows and experiences while defining new initiatives and iterate on existing features. Transforms tasks into intuitive, accessible, and easy-to-use designs through the entire experience lifecycle, from the first-time user to the expert.
* Draft UX/UI life cycle including all UX methodologies, ex: conduct focus group interviews, single user interviews, system/product or service internal wireframes, UI wireframes, conduct usability testing, create facilitator guides, schedule implementation, and employee training)
* Give and solicit feedback from business reps, product management, and engineering during weekly reviews and standups. Contribute to high-level strategic decisions and participate in ad-hoc whiteboarding sessions.
* Use, maintain, and expand UX/UI standard document that delivers a consistent and on-brand experience throughout all of client’s digital experiences, both enterprise portal/website and mobile apps.
* Execute visual, information, interaction, and service design elements of the initiative that meets business and customer needs and delights customers. Communicate the initiative and product to others (Business Partners) through user journeys, storyboards, prototypes, wireframes, and biweekly brown bags.
* Work closely the functional team to determine feasibility of requirements and collaborate on design ideas and improvements.
* Give monthly trainings to all teams (Product Managers, IT Engineers, System Architects, Code Developers, and Scrum Masters) on how to utilize new UX/UI Document Updates created to elevate the overall user experience of the user interfaces.
* Ensure product quality and timeliness of work, providing advice and guidance, resolving problems to meet objectives, and providing periodic performance reports.
* Conduct research studies and present findings that will inform improvements in the customer experience. Add to and contribute to establish research methods and strategies.
* Address all updates and training tutorials to all contracting and client employees. Strategize delivery of communication based upon customer.
* Produce high level qualitative and quantitative analysis on digital service products for stakeholders, evaluate and create abstracts that transfer analysis in visually appealing infographic presentations with planned course of action to signal negative and positive impact on ROI.
* Draft and present assurance benchmarking to team and leadership based on research and system performance.

Ventura LLC | Department of State FSI (Foreign Service Institute) June 2019 - Dec 2019

*Multi Media Specialist III*

* Provide new trends in graphical UX/UI design and content graphics with animation illustrations for worldwide online distribution of course modules taken by all foreign service officers, diplomats, ambassadors and worldwide US consults and Embassy staff while developing course graphic design elements
* Work with and drive online UX solutions to drive better learning methodology with existing courses for the Distance Learning Division of FSI
* Sketch both on paper and white boards to brainstorm and conceptualize innovative solutions, create user experience specifications, workflows and mockups, storyboards and style guides, and presenting final concepts to State Department Clients
* Conduct and review research strategy (group, solos, focus groups, big data analytics for user interviews, surveys and usability studies with research team, including Subject Matter Experts to ensure content accuracy and consistency)
* Build personas, user journey map, empathy maps that are board member presentable
* Lead UX team on Information Architect, and taxonomies, navigation schemas, search schemas and site map development while conforming to requirements of the American with disabilities Act (Section 508)
* Experience on web analytics and feedback data to inform infrastructure changes and design
* Utilize skill sets to elevate Interaction Design, interaction modeling, and mental modeling
* Create user scenarios, user flow, low fidelity and high-fidelity wireframes
* Experience designing web apps and mobile solutions for enterprise platforms, while conducting usability test - usability test script, method, collect feedback and design improvement recommendations
* Assist in the planning for all diplomat staff training for new allocated deployment based country, along with standard HR training courses.
* Lead new branding of the Stephen B. Low Information Center Library at FSI, branding materials consisted welcome signs, bookcase end stacks, murals, window displays, digital media board

Divine Mercy University Dec 2017 – June 2019

*Director of Creative Services*

* Provided short- and long-range planning; design and manage marketing, traditional and social media-based national and global communication campaigns
* Define and provide goals for team comprised of three marketing direct reports and five admissions representatives
* Planned and directed all company marketing and communication-related campaigns
* 225 campaigns launched in 18 months with 28% open rate with 11% click through rate
* 35% increase in leads monthly by implementing new local, national, international marketing campaigns
* Processed data/analytics to optimize project and program performance; manage annual $950K marketing budget
* Controlled multiple areas of creative, brand, and connected vendor relations; form professional relationships with 38 vendors to properly manage Other Direct Costs (ODCs) for creative programs
* Improved website traffic by 18% through conducting user journey maps, interviews - creating personas elevating UX/UI design and through highlighting fields of study and programs in tactically placed surveys in social media settings
* Converted CRM Systems from InfusionSoft to Salesforce Lighting.
* Created customer journey maps, wireflows, and wireframes to Third-Party vendor for Salesforce design implementations.
* Conducted competitive analysis on best CRM system for the university, provided UX design comparative analysis, user personas, wireflows, wireframes, screen mock-ups, prototypes through Adobe XD, Figma, and Invision.
* Utilized big data and Google analytics with applied SMART objectives; visual collateral delivery before or on time, always within budget and scope
* Developed and Trained staff on career growth individually how to use Saleforce to elevate response time to leads while utilizing all special features of CRM system.
* Provided hands-on training to staff designers, as an expert in Adobe Creative Suite (Acrobat, Bridge, Illustrator, InDesign, Aftereffects and Photoshop), WordPress, Facebook Ad Manager, MS SharePoint, Google Ads, and CRM Programs - InfusionSoft, Salesforce, and HubSpot
* Set up media bookings, direct/produce videos for social media engagement, Hulu, Comcast, classroom videos
* Utilized through canvas platform, and direct live stream through EWTN broadcasting station - 1M viewership
* Preserved Section 508 compliance and abide by AP Stylebook guidelines
* Managed 2 junior marketing staff members and 3 senior marketing coordinators, developed training paths, reviews, and everyday to day staff admin work.

Blue Force Communications Jan 2014 – Dec 2017

*Director of Creative Services*

* Promoted from Creative Manager to Director of Creative Services
* Oversaw hiring, staff management, training, quality control, and budget management
* Managed team of up to 15, including seven full time and eight contract employees
* Developed and designed content and graphics for presentations, workshops and events; infographics, brochures, integrated advertisements, motion videos, advertorials, banners, posters, websites, email, and mobile marketing collateral including for social media
* Translated written words into compelling and motivational imagery that informed, educated, and inspired
* Managed three full-time graphic designers and two part-time video editors to ensure strategic messages and key narratives visually and accurately represent best work
* Supervised progress of creative collateral for five US Government and state clients, NJ State, Social Security Administration, Northrop Grunman, Memorial Sloan Kettering Cancer Center, Rutgers University, Casa Colombo Museum, New Jersey House Wives Season 2, Jerseylicious Season 3, and Halos for Angels.
* Used UX/UI designs, HTML, CSS, App Designs such as Invision and XD, Final Cut Pro, Adobe CC, & touch screen development to create from start to finish client websites & product web pages/mobile apps
* Created mid to high-level fidelity journey maps based upon user interviews for all clients as part of web/product deliverables

Rutgers University - Express Newark Aug 2015 – May 2016

*Digital and Print Media Consultant*

* Led design team to create the image and brand for new Art school
* Managed the creation of style guide, billboards, gorilla marketing, logo design, and mailers
* Successfully planned and delivered Award Winning multi-channel campaigns
* Executed overall marketing strategy, including team leadership, budgeting, collaboration, and campaign integration
* Consultant on creative direction, UX design, expansion and delivery of visual collateral for Rutgers - Express Newark Art School; built internal wayfinding identification system, designed evolving logomark, reviewed all user journey maps for new art school website, and directed 11 graphic designers
* Led conferences on developmental stages of design projects to Rutgers Board members to include President, VP, City of Newark Council members, and other stakeholders
* Collaborated with Board members, staff, and architects to support directives, illustrations, and photography

The Children’s Place May 2006 – Sept 2013

Senior Visual Coordinator

* Promoted from Visual Merchandiser to Senior Visual Coordinator at corporate headquarters
* Managed creative teams, delegated tasks, and monitored product delivery
* Crafted over 1,800 marketing and branding materials and oversaw development and delivery of visual collateral for 1,100 global store locations
* Evaluated seasonal placement, merchandise lifecycles, marketing placement, in-store user experience and window displays through seasonal Focus group interviews and web-based analytics
* Applied market research to instructional documents placing best practices from user interviews leading to higher profit in window placed clothing items
* Developed and executed visual concepts and creative designs for CEO and Vice Presidents of Visual and Marketing
* Fulfilled marketing campaigns and supported 1,000+ stores; improved brand identity and maintained brand integrity
* Participated in product lifecycle from actively communicating with designers, merchandiser’s, product managers, delivery team
* Establish visual guidelines delivery process for all 1100 stores
* Allocated quarterly budgets of $350K for international campaigns and completed purchases

Banana Republic | Senior Visual Coordinator May 2005 – Sept 2007

Macy’s | Visual Merchandiser Nov 2004 – May 2005

**Education:**

Deloitte GenAI University Jan 2025

AI Basics Certificate

MICA, Maryland Institute College of Art December 2020

Master of Professional Studies, UX Design

Rutgers University, The State University of New Jersey-Newark May 2017

Bachelor of Fine Arts, Graphic Design

Rutgers University, The State University of New Jersey-Newark May 2017

Bachelor of Arts, minor in Art History

Yale University, School of Management August 2018

Business Perspectives for Creative Leaders Certification

**Other Courses in Education:**

Deloitte University Jan 2025

Fundamentals of AI

Udemy

AI Art Generation Guide: Learn 15 AI Art Tools | AI Artist March 2025

**Professional Affiliations:**

* International Design Association (IDA)
* User Experience Professional Association (UXPA)
* Society of Experiential Graphic Design (SEGD)
* American Institute of Graphic Arts (AIGA)
* Artist Network of America
* Arlington Artist Network
* Phi Beta Kappa Honors Society
* Golden Key International Honor Society
* Sons and Daughters of Italy

**High Level Gov Agency Experience Design with:**

* U.S. Department of State
* U.S. Department of Justice
* State of New Jersey
* U.S. Department of Health and Human Services

**Clients through contracting:**

* Kroger
* 3M, Solventum
* EdX, 2U
* MasterBrand Cabinets LLC
* TOPMed (Trans-Omics for Precision Medicine)
* CTSU (Cancer Trials Support Unit)
* OPEN (Oncology Patient Enrollment Network)
* Cadillac Motors
* Gray Construction Inc
* Luna Corp
* Children’s Place
* Deloitte
* NIH (National Institute of Health)
* ODP (Office of Disease Prevention)
* Westat