**Andreà Cassar**

***High-Performing, stellar UX/UI Lead Designer*** with over 14 years of human-centered experience design managing creative, graphic design projects, UX/UI design teams in the cycles to establish clear visions for targeted users. Oriented to design and feel comfortable advocating for user needs I thrive best at generating ideas and prototyping concepts that are anchored in research insights, subject knowledge, technology requirements, and business goals. Although having reached Sr. Leadership in UX/UI Design I am still a person that is not afraid to “roll-up my sleeves” and do actual work that will aid and contribute to the overall project. Excellent communicating presentations to design decision colleagues and stakeholders. Collaborated with and managed design teams, as well as strategists, developers, system architects, product managers, and business stakeholders to strategize, design, and develop the internal platforms that are transforming how our associates work with data.

**Skill Sets**

***UX Design » UI design » Web Creation*** ***» Graphic Design » Visual Storytelling » Brading » Social & Digital Media » Digital, Print, Wireframing » Competitive Analysis » Organizational Development » Team Management » Cross-Functional Partnering » Client Relations » Market Research » Customer User Journey Maps » Project Planning » Sourcing, Recruiting & Onboarding » Expert in Adobe Creative Suite » HTML » WordPress » Invision » Sketch » Facebook Ad Manager » Google Ads » Figma » Integrated Marketing Communications***

**Transferable Skills**

• Specializing in analyzing market research through various research methodologies to create best UX design.

• Managing planning, from start to finish a components 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 Saleforce, Infusionsoft, Pega, and Hubspot CMR Systems.

**Professional Experience:**

**General Dynamics | US Department of Justice – Office of Justice Programs**

Washington, DC **2019 - Present**

*Sr. UX/UI Lead of Customer Experience*

* Partner closely with Product Managers, UI Engineers, Stakeholders, and SEO to take conceptual ideas and turn them into functional and discoverable product features.
* 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.
* 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 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.
* 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.

**US Department of State – Foreign Service Institute** Arlington, VA **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
* 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
* Advanced knowledge of wireframing and/or prototyping tools and methodologies; build sitemaps, user journey maps and future journey maps through Adobe XD, Axure, Invision, InDesign, and Sketch
* 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** Arlington, VA **2017 - 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
* Supervised 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
* Trained staff on 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

**Blue Force Communications** New York City, NY **2014 - 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, Memorial Sloan Kettering Cancer Center, Rutgers University, Casa Colombo Museum, New Jersey House Wives Season 2, Jerseylicious Season 3, and Halos for Angels (non-profit)
* 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** **2015 - 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** (Corporate headquarters) Secaucus, NJ **2006 - 2013**

*Senior Visual Coordinator*

* Promoted from Visual Merchandiser to Senior Visual Coordinator at corporate headquarters
* Managed creative teams, delegated tasks, and monitored 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
* Allocated quarterly budgets of $350K for international campaigns and completed purchases

**Education:**

**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, Fine Art and History*

**Yale University, School of Management**

*Business Perspectives for Creative Leaders Certification*

**Technical Skills:**

UX Design, UI design, Web Creation, Graphic Design, Visual Storytelling, Branding, Social and Digital Media, Digital, Print, Video Collateral Production Adobe Creative Suite, HTML, WordPress, Invision, Sketch, Facebook Ad Manager, Google Ads, CRM Programs and MS SharePoint, Integrated Marketing Communications

**Professional Affiliations:**

**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**

**Halos for Angels (Non-profit)**

*Executive Board Member*