



CASSIE NORMAN

651-497-6909 cassienorman77@gmail.com cassienorman.com

ABOUT

I'm a UX designer with a diverse background including landscape design, graphic design, and marketing.

Problem-solving for complex physical spaces in landscape design translated to my work in UX. I utilize my experience of tackling complex systems to streamline and restructure information to fit user needs. I aim to create designs that are functional, connect to the larger system, and always refer back to user goals.

METHODS

User Research

Ideation

Information Architecture

Prototyping

Evaluation

Heuristic Analysis

Competitive Audit

Journey Mapping

Wireframing

Usability Testing

Screen Flows

Storyboarding

Team Collaboration

High Fidelity Designs

Presenting

TOOLS

Sketch

Axure

Adobe XD

HTML and CSS

Adobe Creative Suite

EXPERIENCE

Capstone Publishers, Edina MN

Position: UX Designer: July 2019 - Present

April 2019 - Present

Support and lead UX efforts for Capstone's digital products and internal tools in collaboration with UX Architect, Software Development Team, and Product Management Team.

- Plan and facilitate research and usability testing sessions with educators, K-5 learners, and internal employees.
- Build interactive prototypes and iterate based on research findings, technical constraints, and stakeholder goals.
- Manage design hand-offs and provide on-going support for Software Development Team in an Agile/SCRUM environment.
- Products supported include PebbleGo, PebbleGo Next, Capstone Connect, Admin Tools, and Internal Content Management System (CMS).

Position: UI/UX Intern: April 2019 - July 2019

Collaborated with UX Architect and developers to redesign an educational product to be responsive and in compliance with Section 508 web accessibility standards.

- Performed a Heuristic Analysis to analyze usability pain points and opportunities areas within the product before launch.
- Communicated design recommendations to the development team and stakeholders during working sessions and meetings.
- Iterated upon and finalized wireframes for 6 educational games within the product.

The Makery, Minneapolis MN

Position: Freelance UX Designer

March 2019 - April 2019

Contributed to a UX project for a data-heavy internal tool for a nonprofit organization. Main responsibilities included facilitating a card sort exercise, creating initial wireframes, and organizing a complex navigation menu.

Prime Digital Academy, Minneapolis MN - UX Design Student

September 2018 - February 2019

Completed UX projects for clients including Life Time, 3M, Check & Connect, Giftbomb, the Minneapolis Institute of Art, and the University of Minnesota.

EXPERIENCE (CONTINUED)

Group Project: University of Minnesota Food Safety Record-Keeping Tool: January - February 2019

Collaborated with a team of five to design a record-keeping tool that aids farmers in recording data in compliance with FDA regulations.

Challenge: Design a digital tool to support farmers in the documentation and record-keeping of food safety related information.

Approach: Conducted research to understand pain points and opportunity areas within current record-keeping practices. Synthesized findings before designing a solution.

Methods: Contextual inquiry, card sort, persona, site map, usability test, interactive prototype.

Self-Defined Project: Minneapolis Institute of Art Salesforce Workflow Analysis: December 2018

Worked with stakeholders at the Minneapolis Institute of Art to evaluate the fundraising staff's workflow when using Salesforce for data entry and management. Presented recommendations for optimization with an interactive prototype.

Challenge: Understand the fundraising team's workflow; provide recommendations to the development team to increase efficiency.

Approach: Gathered insights about the workflow of fundraising staff through research. Synthesized findings into meaningful insights to guide the design of a clickable prototype.

Methods: Contextual inquiry, workflow diagram, rapid prototyping, usability test, interactive prototype.

Simons Landscaping, South St. Paul MN

May 2016 - October 2018

Position: Marketing and Design Associate: April 2018 - October 2018

Published and updated marketing materials as needed including company website, social media presence, and print content.

Position: Landscape Design and Marketing Associate: May 2016 - March 2018

Collaborated with the lead designer to create user-centered landscape designs in a fast-paced environment. Prepared presentation materials and managed the company's marketing presence.

- Prepared an average of 4 digitized site plans per week during peak landscaping season.

EDUCATION

Prime Digital Academy, Minneapolis MN

Graduation: February 2019

Certification: User Experience Design

University of Minnesota, Minneapolis MN

Graduation: May 2015

Bachelor of Arts: Strategic Communication, Design Minor

Honors and Awards: Dean's List 2014

RELEVANT COURSEWORK

User Experience Course at University of Minnesota

September 2013 - December 2013

Completed UX projects for the Southwood Nature Preserve in North St. Paul and the Down Town Improvement District in Minneapolis. Presented stakeholders with prototypes that gauged usability and user experience.

- Utilized research techniques including mind mapping, fly on the wall observations, site visits, and surveys.
- Presented research findings and two prototypes directly to clients.

PORTFOLIO

www.cassienorman.com