




Howdy, I'm Casey.

# I Help Teams Make Awesome Design Decisions!

For over 13 years, I've been helping teams surface insights, generate ideas, ship, and learn. I'm a Product Designer with strong visual design skills, a love of animation, and a healthy addiction to the feedback loop.

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## Founding Product Designer at **Main Lobby**

NOV 2023 - MAR 2024

- Supported 4-person property management company in creating tools and systems to optimize accounting processes and explore the marketing of funding packages
- Interviewed office staff, identified pain points, and leveraged insights to develop solutions for automated processing or streamlined productivity
- Created engaging landing pages, sketched out wireframes, and designed prototypes supported by user testing

## Senior Product Manager at **Sectigo**

AUG 2023 - NOV 2023

- Directed design driven product management initiative aimed at simplifying purchasing and managing digital certificates
- Completed end to end assessment of core product, identifying areas for enhancement to improve user experience and operational efficiency
- Collaborated with engineering team to guide feature development and implementation of product improvements

## Lead Product Designer at **Zendoor**

MAR 2023 - JUL 2023

- Assisted Founder, CMO, and development team in conducting and synthesizing research, ideating potential solutions, and creating company's first design library
- Harnessed the potential of AI to relieve accountants from laborious and repetitive tasks, utilizing user testing and integration of user feedback to produce a high value MVP

## Lead Product Designer at **PropData & PayUp**

APR 2022 - JAN 2023

- Collaborated with engineering team to guide feature development and implementation of product improvements, leading to increases in user satisfaction
- Diagramed flows, conducted research, created wireframes, and produced prototypes to assist team in quickly engineering and adapting features to meet user needs
- Created marketing, developed branding, and designed digital product for fintech start-up, PayUp, to support property management companies with vendor management and financial admin.

*Whoa there Tex, that is a lot of jobs in not a lot of time*

*I'd love the opportunity to explain*



### **Sr. Product Designer** at **Workrise**

NOV 2021 - MAR 2022

- Established digital products to connect skilled laborers with employers looking for qualified candidates
- Created iPad app to track labor hours with timesheets and budgeting tables, partnering with business managers to identify feature priorities and streamline processes

### **Sr. Product Designer** at **WP Engine**

OCT 2020 - NOV 2021

- Built MVP product experience with WordPress to support client online presence and customer engagement
- Assisted small business owners in adding ecommerce to their website with WooCommerce plugin
- Created user flows, educational content, and instructional guide to ensure smooth integration and usability by users

### **Sr. UI / UX Designer** at **Cylance**

AUG 2018 - OCT 2020

- Played a key role in building company's first enterprise consumer product, a security software using AI and ML to detect viruses
- Created mobile app for iOS and Android use with many iterations and revisions before acceptance into app store
- Utilized qualitative research and human-centered design methods to inform cross-functional team on how to align business opportunities with user's jobs, pains, and gains

### **Sr. UI / UX Designer** at **Bound**

FEB 2016 - AUG 2018

- Employed human centered design exercises to explore solutions and refine promising ideas for product development
- Fleshed-out design concepts through wireframes, mockups, and clickable prototypes based on user research and testing

### **Lead Designer** at **Dun & Bradstreet**

JUN 2011 - DEC 2015

- Provided design ideas and developed user interfaces for multiple web, mobile, and desktop applications
- Applied human centered design methods and best practices to create wireframes and visual design mockups
- Developed an automated tool for filling out forms and directed creation of marketing content, UX and UI design, as well as animations for educational content guiding users forward

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### In **My Toolbox**

- Figma / Figjam
- Lucid Chart / Miro
- Photoshop
- Framer / Webflow
- HTML / CSS
- Premiere
- Notion
- Retool
- After Effects