



Allison Cassara Visual & UI/UX Designer

ABOUT ME

I am a Visual & UI/UX designer with over 5 years of agency and professional freelance design experience, and am seeking a design role with a team that is highly creative, collaborative, and excited about their work.

CONTACT

Portfolio – allisoncassara.com

Email – acassara23@gmail.com

Location – Brooklyn, NY 11228

EDUCATION

BFA Graphic Design – 2011
Marywood University
Scranton, PA
Magna Cum Laude

INTERESTS

Traveling to new places
Drawing and crafts
Photography
Cooking new recipes
Exploring upstate NY
Board & console gaming
Cryptocurrency

CURRENT PROFESSIONAL EXPERIENCE

VISUAL & UI/UX DESIGNER

Freelance / Brooklyn, NY - April 2013 to Present

- Providing website and graphic design services for small-to-medium sized businesses in NYC

VISUAL & UI/UX DESIGN CONSULTANT

ID Metrics Inc. & AuthenticID Inc. / New York, NY (Remote) - June 2016 to October 2017

- Providing art direction and design consulting services for the company brands and products
- Assisting with machine-learning projects for internal R&D research and patents
- Producing internal and public-facing digital and print collateral
- Collaborating with various internal and external engineering teams for digital deliverables
- Working directly with executive company stakeholders (COO, CTO) on a daily basis
- Designing products for iOS, Android, and desktop platforms as the UI/UX product design lead
- Writing detailed design specifications and QA'ing products for engineering teams
- Managing multiple projects, communications and scheduling on international time zones

LEAD VISUAL & UI DESIGNER

TVI Designs / New York, NY - March 2012 to July 2016

- Designing responsive interface concepts for client websites with paper sketches, wireframes in Illustrator, and high-fidelity mockups in Photoshop
- QA'ing design and development deliverables with the Senior Full-Stack Developer
- Communicating with clients directly by participating in daily project calls & meetings
- Developing smaller web projects using HTML5, CSS3, SASS, and Wordpress
- Learning the basics of website development, version control, and deployment through Git / BeanstalkApp
- Designing branded marketing collateral for web and print
- Working with numerous high-value clients, including S&P Global, TAO Group, Dream Hotels, Carnegie Deli, Upsilon Ventures, and Aspen Associates Realty

TOOLS, KNOWLEDGE, & SKILLS

Design Tools – Sketch App, InVision, Photoshop, Illustrator, InDesign, After Effects

Industry Knowledge – HTML5, CSS3/SASS, Wordpress, Git, CMYK/RGB/PMS Colors, Branding & Identity, iOS/Android Guidelines, Grid Systems, Cryptocurrency, Machine Learning

Day-to-Day Apps – Slack, Trello, Google Drive Apps, Teamwork

ACCOMPLISHMENTS & AWARDS

Adobe Creative Cloud Featured Artist – *InCopy Splash Screen Artwork* – 2015

Summit International Award, Bronze – *Explore Deep Space Website Design* – 2015

W3 'Best In Show' Award Winner – *Portfolio Aspen Website Design* – 2015

W3 'Silver' Award Winner – *Halloran Consulting Group Website Design* – 2015

W3 'Silver' Award Winner – *Markburger Website Design* – 2013