



CASSIE SHARP

DIGITAL EXPERIENCE DESIGNER

SITE CASSIESHARP.COM // EMAIL ME@CASSIESHARP.COM // CELL (512) 466-2731 // HOME [AUSTIN, TEXAS](#)

SUMMARY

I'm a multimedia artist with a passion for User Experience Design – How stuff looks, feels, and works. My love for simplicity, attention to detail, and collaboration with others has helped me lead and shape the design vision for many companies. My 15+ years of experience is in designing marketing and enterprise solutions for software, web, and mobile strategies. I'm a strong advocate and practitioner of Lean UX, Human Centered Design, and Agile methodologies.

SKILLS

Expertise & Interests

- /// User Research
- /// User & Journey Flows
- /// Information Architecture
- /// Wireframing
- /// User Interface Design
- /// Visual Design
- /// Interaction Design
- /// Prototyping
- /// Usability Testing
- /// Design System Creation
- /// Style Guide Creation
- /// HTML / CSS
- /// Human Centered Design
- /// Design Sprints

TODAY

EXPERIENCE

JUNE 2016 - PRESENT **1+ YEARS**

Cassie Sharp | Austin, Texas

Independent Design Consultant

I work with startups and enterprise companies to create high-quality interactive systems. Through art and science I craft style, brand, and workflow experiences that engage and delight users.

APRIL 2016 - PRESENT **2 YEARS**

Dun & Bradstreet | Austin, Texas | www.dnb.com

Director of Product Design

- /// Provide creative, strategic, and business leadership
- /// Manage and prioritize team project schedule and roadmap
- /// Create, monitor, and report on team's objectives and key results
- /// Work closely with global team members to execute designs
- /// Plus all bullets under Interactive Art Director directly below

APRIL 2012 - MARCH 2016 **4 YEARS**

Dun & Bradstreet | Austin, Texas | www.dnb.com

Interactive Art Director & Senior UI / UX Designer

- /// Provide direction and mentor fellow designers
- /// Craft and manage universal comprehensive product design guide
- /// Create insightful and usable data visualizations
- /// Design and build interactive prototypes to simulate and validate ideas
- /// Work closely with cross-functional teams to understand requirements
- /// Work closely with FEDs to ensure the UI / UX is produced to spec
- /// Facilitate and participate in design workshops and sprints
- /// Work in and advocate for agile and lean work environments

Toolkit

- ✍ Sketch
- ✍ Adobe Creative Suite
- ✍ Axure

Personal Strengths

- ✍ Detail Oriented
- ✍ Empathetic
- ✍ Organized
- ✍ Team Player

ABOUT ME

DESIGN
Lover

SUNSHINE
Bather

CHAPSTICK
Junkie

VEGAN
Eater

SCI-FI
Fiend

INDIE MUSIC
Listener

SITE

For more info about me, my process,
and to see my portfolio please visit:

CASSIESHARP.COM

CONTACT



EMAIL

me@CassieSharp.com



CELL

(512) 466-2731



HOME

Austin, Texas

MAY 2007 - MARCH 2012 **5 YEARS**

Hoover's Inc. | Austin, Texas | www.hoovers.com

Senior UI / UX Designer

- ✍ Created engaging interactive microsites
- ✍ Created experiences for mobile, tablet, and desktop
- ✍ Designed and built interactive prototypes to convey ideas
- ✍ Designed and developed marketing campaign materials
- ✍ Created detailed visual and interaction style-guides
- ✍ Created brand and print materials

JANUARY 2005 - APRIL 2007 **2 YEARS**

Inceptdata Inc. | Ontario, Canada

UI / UX Designer & Front-end Developer

- ✍ Designed & developed interactive workplace training tutorials
- ✍ Created engaging interactive microsites
- ✍ Designed and developed marketing campaign materials
- ✍ Created brand and print materials

MARCH 2003 - MARCH 2006 **3 YEARS**

Virtual 3D Inc. | Boca Raton, Florida

UI / UX Designer & Front-end Developer

- ✍ Designed, developed, and maintained multiple client websites
- ✍ Worked directly with customers, from ideation to website launch
- ✍ Created brand and print materials
- ✍ Created and applied graphics and effects to 3D renderings

EDUCATION

2003 - 2005 **2 YEARS**

The Art Institute | Fort Lauderdale, Florida

Interactive Media - Continued education

2001 - 2003 **2 YEARS**

The Art Institute | Houston, Texas

Multimedia & Web Design - Associate of Applied Science