

Experience

2018-Present | Freelance Designer

JMC Landscaping LLC

- Redesigned company website using a fluid grid system to create a responsive design for every screen size.
- Image enhancements of customer provided images.
- Iconography, developed stylized set of icons for website to enhance brand.
- Developed copy write for website using brand tone and voice.
- Developed website using HTML, CSS, Javascript.

Seasonal Elements

- Redesigned company website using responsive breakpoints to ensure device scaling.
- Photography of job sites and image enhancements for website.
- Iconography, developed stylized set of icons for website to enhance brand.
- Developed website using HTML, CSS, Javascript.

Sensible Solutions HVAC Services

- Designed logo and developed company branding
- Designed print collateral necessary to daily business operations
- Designed and coded company website (HTML,CSS,Bootstrap)
- Designed company branded merchandise

2020- 2022 | Landscape Construction

Seasonal Elements, May 2020-May 2022

- Installed various hard- and softscapes, to include walls, patios, steps, outdoor fireplaces, drainage, pergolas and landscape lighting.
- Utilized a range of materials from natural stones to concrete pavers and wall block.
- Executed job site install plans by completing design layout factoring grade and slope, excavation of site and created sub base for project installation.

Skills

UX/UI

UX Research, User Interviews, Surveys, Affinity Mapping, User Persona, User Journey Mapping, Storyboarding, User Flows, Card Sorting, Information Architecture, Sketch, Wireframe, Prototype, Responsive Design, Mobile Design, Style Guides

Graphic Design

Branding, Photography, Color Theory, Typography, Layout Design, Mock ups

Tools

Adobe CC, Illustrator, Photoshop, Dreamweaver, Powerpoint, Word, Figma, Visual Studio, Landscape Architect

Cassie Meyers

User Experience Designer

cassiemlovescake@gmail.com

757-343-0415

Experience

2020- 2022 | Landscape Construction

Seasonal Elements, May 2020-May 2022

- Responsible for landscape photography of completed jobs.
- Created 3D models of landscape designs using Landscape Architect Software
- Assisted coordinating vendors and machinery for snow removal efforts.

2014-2015 | Real Estate Agent

Long & Foster

- Assisted clients in finding the perfect home
- Negotiated offers on behalf of clients, wrote contracts and managed proper documentation
- Developed advertisements and signage

Education

Bachelor of Science, Graphic Design

Full Sail University, Winter Park, FL April 2020

Certificate in UX/UI Design

George Washington University, Washington, DC November 2022

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