Cassandra Trissler, UX Designer

I create **meaningful user-centered solutions**, balancing user needs with business goals and technical requirements. I have a keen eye for detail and a passion for solving complex problems and delivering **outcomes over outputs.**

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Atlanta, GA

Experience

Freelance/Independent Contractor, Designer + Illustrator
July 2013 – Now

- UX Design + Interactive development for web/mobile applications
- Graphics, Illustration, Web Design + Branding for small businesses

Clients: Health education, software, fitness, retail, publishing

Kin + Carta, User Experience Design Consultant
July 2021 – Mar 2023

- Enhanced user satisfaction in multi-sided SaaS mobile software suite for **Magellan LP**, improving and automating workflows to reduce costly errors, training, and travel time, and provided valuable customer insights to improve key business metrics.
- Optimized UX in multi-step, complex enterprise software that led to higher conversions of auto refinancing leads and improved agent productivity for **Auto Approve**.
- Improved CMS for **Starz** content metadata, allowing for automated data import and entry, reducing ToT and user errors for business prioritization of elevating its brand presence and voice in a competitive streaming service market.
- Refreshed **Broadnet**'s virtual town hall service by reducing time-consuming tasks and providing customization across diverse user roles, increasing viewer engagement.
- Facilitated product reviews and demos for design, dev, and business stakeholders.
- Presented educational training for design team peers, enhancing team proficiency in design system standards, Lean UX, Conversational UX, accessibility, and sustainability.

Highgate Training Systems, Product Designer
Sep 2020 – July 2021

- Maintained strict data and content privacy while designing digital solutions for government clients **TRADOC** and **JDTC.**
- Provided key design decisions for contract writing, collaboration, and management software, CART, named "the best tool to come out of TRADOC in 15 years."

IDSI, Product Designer/Multimedia Artist
July 2016 – Aug 2020

- Delivered UX designs for interactive web apps, training courseware, and instructional designs for **JDTC**, **TRADOC G-8**, and **Veterans Affairs**, ensuring strict data and content privacy without compromising design quality and outcomes.
- Developed design and usability improvements for TRADOC's **ODIN** training content system, which increased its monthly users by over 200%.
- Created visually-arresting animated and interactive courseware for **VA** which increased user retention and improved learner assessment scores.
- Redesigned **TIMS** legacy training systems, improving exercise creation speed by 95%.
- Created social media and live event content, driving brand and product awareness.
- Contributed to games and interactive content designed in Unity, resulting in innovative product demos that won our company more business.

Education

Savannah College of Art and Design

Bachelor of Fine Arts

Cum Laude · **2013**

Skills

Design Thinking

Lean UX + Agile Methodology

Design Systems + Libraries

Journey Mapping + User Flows

Prototyping + Wireframing

Responsive Design + Mobile

User Research + Data Synthesis

Usability Testing + Heuristics

Accessibility + Sustainability

Art Direction, Visuals + Branding

UAT + UX Validation

Motion + Interaction Design

Basic HTML + CSS

Tools

Figma

Miro

Photoshop

Illustrator

After Effects

Google Workspace

Jira + Confluence

XD