

Cassidy Rasmussen

Orem, Utah | 801-440-7955 | cassikrasmussen@gmail.com | cassidykdesign.com

Professional Summary

A passionate immersing User Experience (UX) designer with experience in creating user-centered designs. Specialties include collaborative design work, expertise in current industry standard software such as Figma, and creating wireframes and prototypes for usability testing.

Key Skills

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|-------------------------|-----------------------------|-------------------|---------------------|
| ✓ Figma | ✓ User-Centered Design | ✓ Adaptable | ✓ Fluent in Spanish |
| ✓ Adobe Suite | ✓ Wireframing & Prototyping | ✓ Quick Learner | ✓ Enthusiastic |
| ✓ HTML, CSS, Javascript | ✓ Collaborative Design | ✓ Problem Solving | ✓ Organized |

Education

Web Design & Development, Bachelor of Science, Interaction Design Emphasis

Aug 2021 - May 2026

Utah Valley University, Orem, Utah

GPA: 4.0

Relevant Coursework: Sketching, Wireframing, Prototyping, Whiteboarding, UX Research Methods, Building Design Systems, Understanding and Implementing Design Principles, Collaborative Design, User Testing, Personas

Tools: Figma, Adobe Photoshop, Illustrator & Indesign

Languages: HTML, CSS, Javascript

Digital Cinema Production, Certificate of Proficiency

Aug 2021 - Dec 2023

Utah Valley University, Orem, Utah

Relevant Coursework: Storytelling, Storyboarding, Photography, Video Editing

Work Experience

Digital Media Admin Assistant, Utah Valley University, *Orem Utah, Apr 2024 - Present*

- Ensured smooth and consistent updates to the DGM Website adhering to design principles such as hierarchy and accessibility resulting in an overall better experience for faculty and students.
- Collaborated in the planning and execution of digital media events, ensuring seamless coordination of logistics, marketing material creation, and engagement strategies that resulted in increased attendance.
- Mentored upcoming college students with design sprints and networking events to foster digital media and user experience skills such as user-centered design, user flows and personas.

Customer Service, UVU Campus Store, *Orem Utah, Jan 2023 - Present*

- Acted as a personable and approachable team member, fostering trust and resolving customer concerns, emphasizing strong communication and user advocacy
- Processed transactions efficiently to enhance the customer experience, demonstrating attention to detail and ensuring seamless customer interactions
- Prioritized and executed multiple high-demand tasks efficiently in a fast-paced environment, ensuring smooth operations and maintaining high service standards under pressure.

Store Associate & Key Holder, Tuesday Morning Inc, *Orem Utah, Sept 2021 - Jan 2023*

- Communicated effectively with customers via phone and in person, resolving inquiries and ensuring satisfaction, showcasing strong interpersonal and problem-solving skills.
- Oversaw store operations, including opening and closing procedures, to maintain a well-organized, customer-friendly retail environment.