

Cassidy Rasmussen

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PROFESSIONAL EXPERIENCE

Digital Media Admin Assistant & Site Manager, Utah Valley University Apr 2024 - Present

- Maintained and updated 5 department websites (35+ pages), using Figma to prototype and test user experience.
- Coordinated the planning and execution of events including designing flyers, wayfinding signage and timelines.
- Remediated 40+ PDFs in Adobe Acrobat to meet accessibility standards, supporting inclusive access on the site.
- Organized assets for senior projects over 4 different programs to showcase student work on the website.

Website Intern, Circles Salt Lake Non-Profit Jan 2025 - Aug 2025

- Updated and redesigned WordPress pages to improve storytelling, brand alignment, and mobile responsiveness.
- Improved site accessibility by adjusting color contrast, visual hierarchy, and layout for inclusive user experiences.
- Enhanced navigation and design consistency across pages to create a more intuitive and visually appealing site.
- Collected and organized data from 12 user interviews and usability studies to influence design decisions.

Customer Service, UVU Campus Store Jan 2023 - May 2025

- Processed 100+ customer transactions daily while maintaining a friendly, solution-oriented approach to service.
- Collected and applied customer feedback to enhance in-store experience for a variety of customers.
- Resolved customer issues with professionalism and empathy, supporting a positive experience.
- Led an in-store layout refresh to improve product visibility and customer flow through key shopping areas.

VOLUNTEER WORK

Leadership Council, ProdUX at UVU Aug 2024 - Present

- Mentored 100+ upcoming students with design sprints to foster UX skills such as understanding user personas.
- Coordinated networking events with industry professionals to promote growth for students and ProdUX.

EDUCATION

Utah Valley University Expected May 2026

Majoring in Web Design & Development | Emphasis in Interaction and User Experience Design | GPA: 4.0

Relevant Coursework: UX Research Process, Digital Product Experiences, Digital Formats and Outputs, Adaptive Media Experiences, Project Management

SKILLS

- ✓ Adaptable, open to feedback and a quick learner
- ✓ Collaborative team player
- ✓ Creative problem-solver with a design thinking mindset
- ✓ Results oriented and data driven
- ✓ Creating user personas, wireframing, and prototyping with a User-Centered approach.

TOOLS

- ✓ Design Tools: Figma, Adobe Suite (Illustrator, Photoshop, Indesign)
- ✓ Front-End Development: HTML, CSS, Javascript
- ✓ Organizational Tools: Microsoft Office, Google Drive, Slack, Notion