

KASSANDRA RODRIGUEZ-GRAHAM

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SUMMARY

Innovative User Experience Designer with 6+ years of experience crafting intuitive, user-centered solutions for complex, high-impact products. Proven expertise in transforming user insights into scalable design systems, collaborating with cross-functional teams, and delivering solutions that elevate user engagement and satisfaction. Passionate about solving complex design challenges, mentoring teams, and driving product strategies in dynamic, fast-paced environments.

KEY ACHIEVEMENTS

- Reduced user errors by 25% through user-centered design initiatives for medical devices.
- Improved task completion rates by 20% through iterative design based on user research and feedback.
- Increased client engagement metrics by 30% through the design of 20+ websites.
- Reduced development rework by 15% by advocating for user-centered design principles.

EXPERIENCE

User Experience Designer II

APR 2023 – Present

FRESENIUS MEDICAL CARE, Lawrence, MA

Led user-centered design initiatives for medical devices in a highly regulated environment, delivering solutions that improved usability and compliance.

- Designed and prototyped user flows and interfaces** for dialysis machines, reducing user errors by 25% during usability testing.
- Collaborated with cross-functional teams** (software developers, product managers, human factors engineers) to align designs with FDA regulations, IEC 62366 usability standards, and accessibility requirements, ensuring compliance for global markets.
- Conducted user research and usability testing** with 50+ clinicians, patients, and caregivers, iterating designs based on data analytics and feedback to improve task completion rates by 20%.
- Developed and maintained scalable design systems** and style guides, ensuring visual and functional consistency across 5+ global product lines.
- Advocated for user-centered design principles**, integrating user needs into the product development lifecycle and reducing development rework by 15%.

User Interface Designer & Creative Producer

JUL 2021 – MAR 2023

COMMON MEDIA, Greenfield, MA

Designed and delivered user-centered digital solutions for clients across healthcare, education, and e-commerce, growing from an intern to a key contributor.

- Designed **20+ websites**, increasing client engagement metrics by **30%** on average, and created wireframes and interactive prototypes for **15+ projects**, ensuring seamless implementation of designs.
- Collaborated with project managers and developers to deliver technically feasible solutions within tight deadlines, improving project delivery time by **10%**.
- Maintained design consistency throughout development, reducing post-launch revisions by **20%**.
- Supported user research efforts as an intern, organizing data and contributing to wireframes, user personas, and low-fidelity prototypes for **5+ projects**.

Graphic Designer

JUN 2020 – NOV 2020

UNCIA PRODUCTIONS, New York City, NY

Created visual content for social media, websites, and marketing collateral, aligning with brand identity and target demographics.

- Increased social media engagement by 15% through the creation of visually compelling content.
- Collaborated with the CEO to develop graphic design solutions aligned with brand identity and target demographic.
- Executed creative requests for infographics, presentations, and digital ads using Canva and Adobe Photoshop.

EDUCATION

AUG 2014 – SEP 2018

Amherst, MA

University of Massachusetts Amherst

Bachelor of Arts -- Communication and Media Studies, Psychology

SEP 2020 – DEC 2020

Boston, MA

General Assembly

User Experience Design Bootcamp

JAN 2021 - AUG 2021

Boston, MA

Hack.Diversity - User Experience Design Fellowship

JAN 2023

Coursera

Google - User Experience Design Professional Certificate

APR 2024

Coursera

Google - Project Management Professional Certificate

SKILLS

User Experience: Prototyping, Wireframing, Information Architecture, Design Systems, Usability Testing, User Research
Soft Skills: Cross-functional Collaboration, Mentorship, Stakeholder Communication, Problem-Solving

Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, XD), Sketch, Miro
Methodologies: Agile, Scrum, Kanban, Design Thinking, Human-Centered Design