

KASSANDRA RODRIGUEZ-GRAHAM

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SUMMARY

Lead UX Designer & Strategist with 6+ years of experience spearheading user-centered design for mission-critical products in highly regulated environments. Expert in distilling complex user needs and business constraints into scalable design strategies and systems. A proven leader in elevating design maturity, mentoring cross-functional teams, and driving product vision and business outcomes through data-informed design leadership.

EXPERIENCE

User Experience Designer III

APR 2023 – Present

FRESENIUS MEDICAL CARE, Lawrence, MA

(Promoted to this level for demonstrated strategic impact and technical leadership)

- Orchestrate the end-to-end UX strategy for medical devices and associated software platforms, aligning user needs with business goals and regulatory mandates in a highly regulated environment.
- Champion and architect a multi-product design system, standardizing UI components and interaction patterns across 5+ product lines. This initiative ensured brand consistency, accelerated time-to-market by 40%, and established a scalable foundation for future innovation.
- Drive a user-centered, data-informed design process by establishing and leading continuous user research within agile sprints. This program reduced critical user errors by 25% and cut development rework by 15% by surfacing insights early.
- Mentor and coach 5+ engineers and junior designers on UX principles and design-thinking methodologies, fostering a culture of quality and elevating the team's collective design maturity.
- Lead collaboration with software, hardware, human factors, and product management teams to navigate complex compliance (FDA, ISO) and accessibility (WCAG) requirements, mitigating legal and operational risk for global product launches.
- Define and socialize the multi-year UX vision for the product portfolio, securing buy-in from senior leadership and solidifying design's role as a key strategic partner.

UX/UI Designer (Promoted from Intern)

JUL 2021 – MAR 2023

COMMON MEDIA, Greenfield, MA

- Owned the UX/UI design process for a diverse client portfolio (healthcare, education, e-commerce), translating ambiguous requirements into intuitive digital products that improved client engagement metrics by an average of 30%.
- Forged strong collaborative partnerships with project managers and developers to deliver high-quality, technically feasible solutions, improving project delivery efficiency by 10%.
- Maintained design integrity and consistency throughout the development lifecycle, reducing post-launch revision cycles by 20%.
- Supported user research, data synthesis, and the creation of wireframes, personas, and 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

University of Massachusetts Amherst

2018

*Bachelor of Arts -- Communication and Media Studies, Psychology
Amherst, MA*

General Assembly - User Experience Design Bootcamp

Boston, MA

2020

Hack.Diversity - User Experience Design Fellowship

Boston, MA

2021

LEADERSHIP & PROFESSIONAL DEVELOPMENT

Project Management Professional Certificate

Google, 2024 - *Applied to improve cross-functional project leadership and scope definition.*

Cybersecurity Professional Certificate

Google, 2025 - *Pursued to proactively address security-by-design principles.*

Artificial Intelligence Fundamentals IBM,

2025)- *Building foundational knowledge to inform future UX strategy for AI-integrated products.*

SKILLS

Strategy & Leadership: Product Vision & Strategy, UX Roadmapping, Stakeholder Management, Team Mentorship & Coaching, Cross-Functional Leadership, DesignOps

User Research & Analysis: Moderated Usability Testing, User Interviews, Journey Mapping, Data Synthesis, A/B Testing, UX Metrics & ROI

Design Execution & Tools: Figma (Advanced), Prototyping, Design System Architecture, Information Architecture, Adobe Creative Suite

Domain Expertise: Complex Systems (SaaS, Hardware/Software), Medical Device & Regulatory (FDA, ISO), Accessibility (WCAG), AI & ML Concepts