KASSANDRA RODRIGUEZ-GRAHAM

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SUMMARY

Passionate UX and Visual Designer of 4 years with a strong background in creating intuitive and visually appealing user interfaces. Experienced in collaborating with cross-functional teams to deliver exceptional design solutions that enhance user experiences.

EXPERIENCE

User Experience Designer II   APR 2023 – Present
FRESENIUS MEDICAL CARE, Lawrence, MA
- Supervise under the Director of Human Factors, and Usability Engineering team for Research & Development
- Act as a thought leader for user experience design within the organization, promoting the value of user-centered design and advocating for user needs throughout the product development lifecycle.
- Continuously iterate on designs based on user feedback, usability testing results, and data analytics to optimize the user experience and drive product improvements.
- Own multiple projects across different workstreams and provide creative responses to UX issues during development and usability testing.
- Design for right-to-left language screens for international products.

User Interface Designer & Creative Producer   SEP 2021 – MAR 2023
COMMON MEDIA, Greenfield, MA
- Designed 20+ websites for a variety of industries for the web-development team.
- Collaborated with project managers and developers to create technically feasible design solutions within project timelines.
- Created wireframes and interactive prototypes while organizing content and advocating for user needs and goals.
- Collaborated with developers to ensure the seamless implementation of designs and maintained design consistency throughout the development process.

User Experience Design Intern   JUL 2021 – AUG 2021
COMMON MEDIA, Greenfield, MA
- Assisted in the design and development of user interfaces for web, gaining hands-on experience in the UX process.
- Contributed to the creation of wireframes, user personas, and low-fidelity prototypes.
- Help organize and drive research plans, providing guidance to more senior team members.

Graphic Designer   JUN 2020 – NOV 2020
UNCIA PRODUCTIONS, New York City, NY
- Created visual content for social media, websites, and direct-to-consumer marketing collateral.
- Collaborated with the CEO to develop engaging graphic design solutions based on market trends, brand identity, and target demographics.
- Executed creative requests for infographics, presentations, and digital ads using Canva and Adobe Photoshop.

Print & Production Specialist   AUG 2018 – JUN 2020
RINDGE SCHOOL OF TECHNICAL ARTS, Cambridge, MA
- Conceptualized new designs for marketing materials and print ads.
- Utilized Adobe Creative Suite on Apple tech to deliver high quality work on tight schedules.

EDUCATION

AUG 2014 – SEP 2018	*Amherst, MA*	JAN 2021 - AUG 2021	*Boston, MA*
University of Massachusetts Amherst		**Hack.Diversity**	
Bachelor of Arts -- Communication and Media Studies		User Experience Design Fellowship	
SEP 2020 – DEC 2020	*Boston, MA*	JAN 2023	*Coursera*
General Assembly		**Google**	
User Experience Design Bootcamp		User Experience Design Professional Certificate	

SKILLS

User Experience: Prototyping, Wireframing, Web Design, Content Architecture, Design Systems, Iconography
Organization & Research: Market Research, User Research

Tools: Adobe Creative Suite, Figma, InDesign, Photoshop, Google Suite, Microsoft Office Suite, Slack
Project Management: Agile