

KASSANDRA RODRIGUEZ-GRAHAM

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SUMMARY

Senior Product Designer with 4+ years of experience leading user-centered design initiatives across complex digital platforms. Adept at transforming user insights into scalable design systems and solutions. Proficient in cross-functional collaboration, advocating for design direction, and delivering data-informed, intuitive user experiences. Passionate about solving challenging design problems, mentoring teams, and driving impactful product strategies that enhance user engagement and satisfaction.

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.

EDUCATION

AUG 2014 – SEP 2018

Amherst, MA

University of Massachusetts Amherst

Bachelor of Arts -- Communication and Media Studies

JAN 2021 - AUG 2021

Boston, MA

Hack.Diversity - User Experience Design Fellowship

JAN 2023

Coursera

Google - User Experience Design Professional Certificate

SEP 2020 – DEC 2020

Boston, MA

General Assembly

User Experience Design Bootcamp

APR 2024

Coursera

Google - Project Management Professional Certificate

SKILLS

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

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