**Cassidi Ingram**

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**SUMMARY**

* Experienced professional with over a decade in administrative and customer service, transitioning successfully to a remote UI/UX Product Designer.
* Demonstrates a unique combination of creative problem-solving, efficient multitasking, and expertise in planning, data analysis, organization, and resource management.
* Proven ability to make calculated decisions under pressure, showcasing adaptability. Possesses in-depth knowledge of customer service, CRM, and crafting user-centric digital experiences, with a commitment to driving organizational growth through innovative design solutions.
* Diverse skill set to design innovative solutions that surpass user expectations and drive organizational growth.

**SKILLS**

User Experience Design, User Interface Design, User Experience Research

**SOFTWARE**

Confluence, Salesforce, Zoom, Dialpad, Lattice, Hotjar, Adobe Creative Suite (Photoshop, Illustrator, InDesign,) Figma, Sketch, Invision, Brackets, Slack, WordPress, WIX, HTML, CSS, Microsoft Office Suite, Zendesk, Slack, Backoffice, VPN

**EDUCATION**

**Master of Professional Studies in Digital Media** • Northeastern University

*Dual Concentration in Interactive Design / Usability and Human Interactions*

**Bachelor of Arts in English** • Spelman College

**PROFESSIONAL EXPERIENCE**

**Lula Technologies Inc,** Boston, MA **07/2023- 09/2023**

*UI/UX Product Designer (Remote)*

\*Laid off as part of a company-wide downsizing

* Gathered customer feedback and share with our Product, Sales, Underwriting, Claims, and Billing teams.
* Worked closely with product managers and stakeholders to understand project requirements, user needs, and business objectives.
* Enhanced user retention by 18% through the introduction of a personalized onboarding experience, reducing user drop-off during the first week.
* Conducted user research, and usability testing, and gather feedback to iterate and improve designs.
* Facilitated work sessions to understand problems, conduct research, and support solution ideation.
* Collaborated with developers to ensure the implementation of design specifications.
* 30% decrease in customer support tickets and an improvement in overall product usability by leading a user research initiative that identified pain points.
* Collaborate in building systems and guides.

*Customer Success Specialist (Remote)* **02/2023- 06/2023**

* Addressed customer inquiries via phone and email identified needs and provided feature guidance for timely resolutions.
* Analyzed and reported product malfunctions by testing scenarios or impersonating users, followed up with customers to resolve technical issues, and shared feature requests and workarounds with the team.
* Streamlined communication across departments with quality assurance checks and gathered customer feedback to share with Product, Sales, Underwriting, Claims, and Billing teams.

**InnovatUX,** Boston, MA **01/2021- 2/2022**

*Freelance UI/UX Designer (Remote)*

* Designed and optimized user interfaces for web projects, ensuring seamless, engaging, and user-centric experiences.
* Conducted user research and usability testing to inform design decisions, refine user interfaces, and enhance the overall user journey.
* Collaborated closely with cross-functional teams, including graphic designers, web developers, and other stakeholders, to gather requirements and translate design concepts into visually appealing, functional, and intuitive solutions.
* Executed end-to-end UX processes, from wireframing, prototyping, and mockups to final design implementation, across a variety of projects, including digital and print materials.
* Stayed abreast of industry trends, best practices, and emerging technologies, incorporating innovative design solutions to elevate the user experience and maintain a competitive edge in both graphic and web design markets.