Cassie Baldwin
UX/UI DESIGNER

EXPERIENCE

UX/UI Designer + Developer
Freelance (Self-Employed)
Remote | January 2018 – present
- Execute the launch of small business and non-profit websites and digital experiences
- Conduct user research
- Design wireframes and mockups for client feedback
- UX Writing and Content Writing
- Educate and advocate for user-centered design, and advise on corresponding best marketing strategy for the business

UX/UI Designer
Gordon College
Wenham, MA | December 2016 – September 2020
- Responsible for strategy and design of Gordon College's award-winning website and digital experiences
- Created wireframes and low and hi fidelity mockups for web and mobile
- Conducted testing and analyzed data to inform next steps
- Led many projects annually from conception through launch
- Presented to stakeholders and collaborated cross-functionally to deliver quality designs, tools and services to our users

Instructional Technologist/Designer
Gordon College
Wenham, MA | January 2015 – November 2016
- Trained over 100 faculty members on academic technology use through workshops and individual training sessions
- Advocated for user-focused implementation of digital teaching and learning tools
- Led design and development of 25+ online courses annually
- Content production and tutorial design

CONTACT
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SKILLS
hard skills
UI + visual design
UX strategy + planning
UX writing
information architecture
wireframing + mockups
front-end development
soft skills
interpersonal communication
public speaking/presenting
strategizing + problem-solving
systems thinking
group facilitation

TOOLKIT
Adobe XD
Figma
Adobe Photoshop
Adobe Illustrator
HTML
CSS

EDUCATION
B.A. in Communication Arts
Cum Laude
Gordon College, Wenham, MA
2007-2010