

Cassandra Hoo

UX/UI Designer | MHCI + D



CONTACT



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www.cassandrahoo.com



Los Angeles, CA & Remote

SKILLS

- Human Centered Design
- UX/UI Design
- User Research
- UX Writing
- Information Architecture
- Wireframing & Prototyping
- Usability Testing
- Product Management

TOOLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Figma
- InDesign
- Sketch
- WordPress

PROFESSIONAL EXPERIENCE

Advanced Integrated Solutions, Inc.

UX Design Consultant

Aug. 2020 - Present

- Implemented design and marketing solutions for IBM Vegetation Management and HCL BigFix
- Created the branding and marketing for Epic Patch

The Jewish Federation of Greater Los Angeles

Integrated Production Manager | UX Designer

Mar. 2018 - Jul. 2020

- Supervised projects ranging from website updates to email marketing campaigns, social media, posts, and podcasts
- Analyzed, tested, and provided feedback on website to help improve UX and functionality
- Created site maps, wireframes, and prototypes for various web projects

Obsidian Security

Lead UX Designer

Mar. 2019 - Sept. 2019

- Conducted interviews with stakeholders and potential users to understand the cybersecurity space and the needs and work processes of Obsidian's users
- Designed and user tested a mid-fidelity and high-fidelity clickable prototype for an alert monitoring app
- Authored and designed a case study of research findings, design processes, user testing results, and recommendations/next steps

Beller Nutritional Institute

Product Manager | UX Designer

Feb. 2016 - Mar. 2018

- Conceptualized the business strategy, user experience, and unique program features for three online nutrition programs: PowerPerks Thrive, PowerPerks 101, and PowerPerks Rx
- Researched and developed a line of health conscious spices and teas
- Produced, directed, and co-wrote educational videos
- Oversaw research and development of 150+ recipes and nutrition tips and tricks
- Managed and contributed to the construction of e-commerce CMS platform
- Created a partnership with MealLogger, a meal logging photo app

Marketing Project Manager

Aug. 2015 - Feb. 2016

- Spearheaded company re-branding for print, product, digital, and social media
- Co-wrote pitches and segments for *Good Morning America*, *Rachel Ray*, *The Doctors*, etc.
- Oversaw book layout and design for *Power Souping* with Harper Collins
- Photographed, edited, and styled food for website and marketing materials
- Facilitated fundraising and outreach with American Cancer Society, Susan G. Komen, and Cedars Sinai

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EDUCATION

University of California - Irvine

- Masters of Human Computer Interaction and Design (MHCI+D)
- Graduated: 2019

The University of the Arts

- Bachelor of Fine Arts - Writing
- Graduated: 2007

AWARDS

Fellowship Recipient - 2012

- Alliance of Women Entrepreneurs

Fellowship Recipient - 2011

- Corzo Center/Wells Fargo Creative Incubator - \$10,000 Business Grant

Winner - 2007

- UArts Dr. Frederick P. Cornell Award for Excellence in Writing

SBDC - Small Business Design Center

Project Manager | Senior Copywriter

Oct. 2013 - May 2015

- Managed 40-50 design projects on average for web, print, and branding
- Developed dynamic and engaging content for clientele in various industries
- Created internal company strategies to optimize project flow
- Analyzed budgets and billing schedules

EnA Fine Jewelry

Marketing & Social Media Manager

Oct. 2012 - Oct. 2013

- Supervised planning, development, and execution of all digital strategy, social media and e-commerce initiatives for www.elementsandalloys.com
- Created copy and graphic design for print/digital campaigns and various product catalogs
- Facilitated sales opportunities with high end galleries and luxury retailers

Bonded Forever

Founder | Lead Designer

Jun. 2011 - Apr. 2015

- Created eco-friendly, handmade jewelry to foster support, connectivity, and awareness for cancer patients, survivors, and their respective loved ones
- Products featured in various outpatient cancer facilities throughout the Delaware Valley and highlighted in numerous healthcare publications
- Twenty-five percent of profits donated to furthering cancer research and patient care

Freelance

Writer | Editor | Consultant

Jan. 2009 - Jan. 2012

- Wrote various blogs and editorials for clientele in wellness, tech, and entertainment
- Developed web content for private medical professionals
- Conceptualized creative marketing strategies and social media campaigns