



CASSIDY ADROVED

GRAPHIC & WEB DESIGNER

- www.CassidyAdroved.design
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EDUCATION

Johnson & Wales University

Bachelor of Science

Graphic Design Focusing in Web Design
Degree 04/2023

Rogers High School

Career & Technical School
Graphic Design

DESIGN SKILLS

- Adobe Creative Suite:
Illustrator | InDesign | Photoshop | XD
- Figma
- Graphic Design
- Web Design
- UI/UX Design
- CSS, HTML, Java Script
- Brand Identity
- Prototyping
- Project Management
- Web Development
(WordPress, Shopify, Square Space)
- Visual Hierarchy
- Accessibility
- User Research
- Usability Testing
- User Needs
- Wireframes
- Mockups
- Website Interfaces
- Mobile Applications
- Design Thinking

QUALIFICATIONS

- With 8 years of graphic and UI/UX design expertise, my experience spans from freelance, educational settings, and collaborations, shaping a diverse skill set.
- Thriving in various design environments, I consistently surpass user expectations through user research, wire framing, mockup creation, prototyping, and the application of design thinking.

DESIGN EXPERIENCE

The Printex | Attleboro, MA

Small Business Owner

10/2023 - Current

- Crafted a distinctive brand identity featuring a custom logo and a carefully curated color palette.
- Designed a website with a reliable and user-friendly interface, significantly minimizing site abandonment.
- Implemented strategic time management practices to streamline order fulfillment and maximize productivity.

Confidential Startup App | Attleboro, MA

UX UI Designer | Product Designer

10/2023 - Current

- Conducted user and app research to inform design decisions, ensuring a user-centric approach.
- Developed wireframes and user flows, translating insights into low and high-fidelity mockups for seamless visual design.
- Created interactive prototypes based on research findings, refining designs collaboratively for optimal usability and engagement.

SHR Construction | North Kingstown, RI

Web Designer

08/2023 - Current

- Developed wireframes, mockups, and prototypes for website development on Square Space, ensuring a user-friendly and visually engaging online experience.
- Implemented custom code for customization, highlighting a proficiency in coding skills to achieve a unique design.

Freelance | Attleboro, MA

Freelance Designer

06/2023 - Current

- Actively engaged in freelance work specializing in website design, app design, and branding projects.
- Currently executing diverse projects to enhance website aesthetics, create app interfaces, and develop unique brand identities.

AIGA DEC | Providence, RI

Graphic Designer

01/2023 - 04/2023

- Developed a comprehensive brand guideline encompassing, color palette, typography and usage rules.
- Enhanced brand language by refining brand voice and messaging
- Successfully executed a rebrand strategy with consistent visuals.
- Led design processes for multiple projects simultaneously.

SOFT SKILLS

- Problem-Solving
- Communication
- Collaboration
- Detail Orientation
- Creativity
- Motivation
- Empathy

CERTIFICATES

Google UX Design Certificate (In Progress)

DESIGN EXPERIENCE CONTINUED

Crave Coffee Co | Providence, RI

UX UI Designer | Product Designer

01/2023 - 03/2023

- Created compelling visual assets for various companies, ensuring strict adherence to established brand guidelines.
- Effectively communicated brand messages and successfully achieved marketing goals through strategic design.
- Executed design projects with precision, aligning visuals with a brand identity for impactful communication.

Horizon Health Care | Providence, RI

Graphic Design Intern

09/2022 - 12/2022

- Created compelling visual assets for various companies, ensuring strict adherence to established brand guidelines.
- Effectively communicated brand messages and successfully achieved marketing goals through strategic design.
- Executed design projects with precision, aligning visuals with a brand identity for impactful communication.