CASSIDY ADROVED
GRAPHIC & WEB DESIGNER

- www.cassidyadroved.design
- 401-258-3200
- cassidyadroved@gmail.com

EDUCATION

Johnson & Wales University
Bachelor of Science
Graphic Design Focusing in Web Design

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

- Diverse skill set shaped by experiences in freelance, educational, and collaborative settings, with 8+ years of graphic and UI/UX design expertise and a proven track record of delivering user-centered designs through research, prototyping, and design thinking.
- Driven and ambitious entrepreneur with a passion for innovation, having started multiple businesses and consistently seeking opportunities to enhance skills, stay ahead of industry trends, and push design boundaries.

DESIGN EXPERIENCE

Catitude Cat Co | Attleboro, MA
Small Business Owner   *10/2024- Current*

- Crafted a distinctive brand identity, featuring a custom logo and curated color palette
- Designed a user-friendly website, minimizing site abandonment and maximizing engagement
- Implemented strategic time management practices to streamline order fulfillment and productivity

Freelance | Attleboro, MA
Freelance Designer   *06/2023 - Current*

- Specialize in website design, app design, and branding projects
- Execute diverse projects to enhance website aesthetics, create app interfaces, and develop unique brand identities

Bluestone Bank | Norton, MA
Universal Banker   *06/2024 - Current*

- Provided exceptional customer service, addressing banking needs and resolving issues
- Utilized sales skills to educate customers on banking products and services, promoting financial literacy and growth
- Building strong customer relationships to drive satisfaction and loyalty

Confidential Startup App | Attleboro, MA
UX UI Designer | Product Designer   *10/2023 - 01/2024*

- Conducted user research to inform design decisions, ensuring a user-centric approach
- Developed wireframes, user flows, and interactive prototypes to refine design solutions

SHR Construction | North Kingstown, RI
Web Designer   *08/2023 - 12/2023*

- Designed wireframes, mockups, and prototypes for website development on Square Space
- Implemented custom code for customization
- Ensured a user-friendly and visually engaging online experience

AIGA DEC | Providence, RI
Graphic Designer   *01/2023 - 04/2023*

- Developed comprehensive brand guidelines, encompassing color palette, typography, and usage rules

SOFT SKILLS

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

CERTIFICATES

Google UX Design Certificate (In Progress)

- Enhanced brand language by refining brand voice and messaging
- Successfully executed a rebrand strategy with consistent visuals
- Collaborated in a team to refine designs for usability and engagement

Crave Coffee Co | Providence, RI

UX UI Designer | Product Designer　　　　　*01/2023 - 03/2023*

- Created compelling visual assets, ensuring adherence to established brand guidelines
- Communicated brand messages effectively, achieving marketing goals through strategic design
- Executed design projects with precision, aligning with brand identity

Horizon Health Care | Providence, RI

Graphic Design Intern　　　　　*09/2022 - 12/2022*

- Developed high-quality visual assets for diverse brands, meticulously adhering to their unique brand guidelines
- Communicated brand messages effectively, achieving marketing goals through design
- Delivered visually cohesive designs that accurately represented brand image