



CASSIDY ADROVED

UI/UX DESIGNER

CONTACT

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EDUCATION

Johnson & Wales University

Bachelor of Science
Graphic Design Focusing in Web Design

Rogers High School

Career & Technical School
Graphic Design

QUALIFICATIONS

- UI/UX Designer with 3+ years of experience in managing web, mobile, and brand identity projects from concept to delivery. Experienced in presenting solutions, implementing feedback, and handling multiple projects on tight deadlines. Background in banking has honed analytical skills, attention to detail, and user empathy, which have contributed to well-considered, user-centric design choices.

DESIGN EXPERIENCE

Freelance UI/UX & Brand Designer

2023 – Present

Self-employed – Cumberland, RI

- Led end-to-end design for web, mobile, and brand identity projects, converting business objectives and user needs into organized user flows, wireframes, and high-fidelity designs.
- Designed responsive websites, product experiences, and brand systems that enhanced brand recognition allowing clients to better showcase their work to their target audience.
- Led design direction on projects, using usability, accessibility, and navigation principles to enhance user experience.
- Managed multiple projects for clients simultaneously, juggling timelines, feedback, and design iterations.
- Enhanced brand clarity and online presence for small businesses to better enable clients to communicate their services and improve customer engagement.
- Delivered production-ready designs and systems aligned with implementation constraints.

Web Designer

2023 – Present

SHR Construction – North Kingstown, RI

- Developed a website that is fully responsive and created from wireframes to final delivery.
- Used UX design principles to enhance the site's navigation and enable easy access to services and business information.
- Customized the HTML/CSS platform to increase flexibility on the site and improve the overall user experience.

Graphic Design Intern

2021 – 2022

Horizon Health Care – Providence, RI

- Created visual materials for internal and external communication purposes in a regulated healthcare setting.
- Maintained consistency by following the brand standards and visual guidelines and contributing to communication goals through effective visual design.

CLIENT EXPERIENCE

UI/UX & Product Design

2024

Wish Startup App – Attleboro, MA

- Designed a social media mobile application for early twenty to mid thirties female audience focused on promoting positivity through user-generated "wishes."
- Led the full UX process from concept to interactive prototype, including user flows, wireframes, and a high-fidelity prototype.
- Prioritized usability, intuitive interaction, and accessibility to ensure smooth navigation and content sharing across the product.

Brand & Visual System

2023

AIGA DEC Rebrand – Providence, RI

- Led the development of a comprehensive visual identity program including logo design, color, typography, and brand guidelines.
- Developed a cohesive scalable design system while honing the brand voice and communication.

Brand & Web Designer

2023

Paradigm IT & Security – Providence, RI

- Led design direction for branding and website design while collaborating with a team.
- Designed a logo system and visual identity that emphasized trust, and professionalism.
- Designed a website from wireframes to final design concepts, focusing on intuitive navigation, clarity, and usability that matched brand identity.

Brand Designer

2022

Roots Pop-Up Restaurant – Providence, RI

- Worked with a client to create a comprehensive brand identity. This included the logo, visual identity, and other elements of the brand.
- The goal was to ensure that the brand identity was both creative and business-focused.

DESIGN PROGRAMS

- Illustrator
- InDesign
- Photoshop
- XD
- Figma
- CSS, HTML
- JavaScript
- WordPress
- Shopify
- Squarespace

DESIGN SKILLS

- UI Design
- UX Design
- Wire-framing
- Prototyping
- User Flows
- Visual Hierarchy
- Accessibility
- Usability Thinking
- Design Thinking
- Brand Identity
- User Personas
- Usability Testing

SOFT SKILLS

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

PROJECT EXPERIENCE

UI/UX Designer

2023

Balanced Fitness App – Providence, RI

- Created a mobile fitness app from concept to interactive prototype with a comprehensive UX process.
- Created personas, user flows, and wireframes before conceptualizing designs in high-fidelity UI. This was done to enhance navigation clarity, decrease cognitive overhead, and improve accessibility for a seamless user experience.

OTHER EXPERIENCE

Senior Universal Banker

2024 – Present

Bluestone Bank – Norton, MA

- Applied analytical thinking, attention to detail, and problem-solving in a regulated financial environment.
- Assisted clients in navigating complex processes, enhancing communication and user empathy – essential building blocks for user-centered design.
- Tracked transactions, detected anomalies, and facilitated compliance and process enhancement, emphasizing accuracy, precision, and critical decision-making.