

Cassie Brinen

cassiebrinen.com - hi@cassiebrinen.com - [linkedin.com/in/cassie-brinen](https://www.linkedin.com/in/cassie-brinen)

Senior Product Designer focused on framing ambiguous problems before solutions take shape. Pairs qualitative research with end-to-end UX/UI design to turn real customer needs into clear, usable products across mobile and web, with a growing practice in AI-driven workflows.

WORK EXPERIENCE

Product Designer and User Researcher, Freelance

November 2023–Present

Deliver end-to-end UX/UI design, design systems, and digital production for clients spanning global brands to nonprofits. Thought partner who cuts through ambiguity to find opportunities and tradeoffs, so teams can make informed bets.

Clients: Swarm NYC, NYU Stern, CUNY, The Clinton Foundation, Reinvent Albany, Explore Oak Park and Beyond, EastCONN, Aurris, Scalewith

- Led the redesign and implementation of the NYU EMBA marketing website to streamline offerings and bring parity to the New York and Washington, D.C. programs. It launched in Q1 of 2025.
- Saved \$10,000 in billable hours per quarter for a civic watchdog group by facilitating problem/solution and jobs-to-be-done workshops, trimming scope to the most necessary for the organization's goals.
- Ran a qualitative research project (semi-structured interviews) for a social impact startup to better understand prospective users' workflow. The study results were used in an empathy mapping exercise with senior leaders, which resulted in a new direction for the company.

Senior Product Designer, Aktivite

August 2021–October 2023

Sole product designer at a scholastic sports management startup. Owned end-to-end user research and design delivery.

- Built a custom design system to unify the web platform rebrand and the new mobile messaging app, establishing reusable components that saved development time over each release cycle.
- Directed 0-to-1 design for a mobile messaging app for teams and clubs. After one year, app usage grew from 30 to 300 teams and over 5,000 users.
- Led discovery research, usability testing, and cross-functional workshops that shaped both the web platform and the mobile app roadmap.

Designer and User Researcher, Freelance

June 2011–August 2021

Produced a broad range of print and digital designs—including presentations, brochures, websites, direct mail, annual reports, and promotional kits. Conducted user interviews, surveys, and usability testing across client engagements to inform design decisions and validate concepts.

Clients: Gobe Group, NBCUniversal, Oxford University Press, Credly, Bayer, Mediacom, Mindshare, John Jay College, Hess, Estrella Media, Collier Area Transit.

- Ran a qualitative research study on a pandemic-era (2021) public transit payment application, which uncovered adoption barriers and defined measurable paths forward to improve both rider and driver satisfaction and operational success. As a result of the study, qualitative research was incorporated into future analytics for fare prices and long-term planning.

Designer, Knewton

July 2009–March 2011

Collaborated cross-functionally with content, engineering, and marketing teams to ensure brand consistency across touchpoints.

- Designed downloadable study guides, digital lessons, and video classroom spaces for SAT, LSAT, and MCAT prep courses that served hundreds of test-prep students.

EDUCATION & CERTIFICATIONS

Bachelor of Fine Arts in Graphic Design (BFA), Minor in Art History, University of Florida, Gainesville, FL	May 2006
Interaction Design Specialization Certification, University of California, San Diego, CA	May 2019
AI Certification, Interaction Design Foundation (IxDF)	February 2026
Additional Experience: Design Intern, Pentagram	January 2008–July 2008

SKILLS

Systems Thinking, Product Discovery and Problem Framing (Jobs to be Done, User Story Mapping), Design Sprints and Workshop Facilitation, Journey Mapping and Service Blueprinting, Qualitative User Research, Survey Design, Usability Testing, User Experience/User Interface Design (UX/UI), Wireframing and Prototyping, Competitive Analysis, Object-Oriented UX (OOUX), Service Design

Tools: FigJam, Figma, Balsamiq, Miro, Whimsical, Claude Design, Adobe Creative Suite, Atlassian Suite (Confluence, Jira), Asana, Trello, Dovetail, Loom, Notion, Typeform, User Interviews/UserTesting.com, Looker Studio