

Cassie Brinen

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Product designer and user researcher focused on framing ambiguous problems before solutions take shape. Pairs qualitative research with end-to-end UX/UI design to turn real user needs into clear, usable products across mobile and web.

WORK EXPERIENCE

Product Designer and User Researcher, Freelance

November 2023–PRESENT

- Translating complex problems into clear, actionable directions for clients ranging from global brands to nonprofits. Clients: Swarm NYC, NYU Stern, The Clinton Foundation, Reinvent Albany, Explore Oak Park and Beyond, Aurris, Scalewith, CUNY, EASTCONN.
- Led the redesign and implementation for 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.

Product Designer, Aktivite

August 2021–October 2023

- Steered product design for a scholastic sports management startup. Expanded the brand identity across the web platform and mobile application. Managed design vendors, created marketing materials, and conducted A/B and usability tests to optimize user experience.
- Drove research and design for a greenfield communication mobile application that hit over 300 sports teams over six months.

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: Gobee 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 new public transit payment application, which uncovered adoption barriers and defined measurable paths forward to improve both rider and driver satisfaction and operational success.

Designer, Knewton

January 2009–March 2011

- Collaborated cross-functionally to ensure brand consistency across touchpoints. Designed downloadable study guides, digital classroom lessons and spaces for SAT, LSAT, and MCAT classes that served hundreds of test-prep students.

Design Intern, Pentagram

January 2008–July 2008

- Supported teams on print, signage, and environmental graphics projects. Clients: The Apollo Theater, Museum of Art and Design, Yale University, Fashion Institute of Technology, New York City Parks Department.

EDUCATION

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

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, Looker Studio, UserTesting