

kimberly cassidy

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201-615-0195

2015- Present

2007-2015

A customer-focused, results-driven **user experience designer/director** with expertise in information architecture, experience design, usability testing, wire-framing, site maps, and user interface design. Established capabilities in copywriting, E-commerce, digital/content strategy, interaction design and product prototypes. Motivates colleagues and creates environments that encourage and reward high-performing teams. Sets clear expectations while fostering an environment focused on achieving sustainable results.

experience

Independent User Experience and Strategy Consultant, NY, NY

Process and user experience support for the client's Account Management, Product and Creative teams for its member and internal team experience. This included guiding, advising and seeing through on user experience improvement strategies as well as, any other work that would benefit from this perspective and assistance.

- Advised on process improvement strategies, defined user flows and interactions, created templates for content display.
- Conducted discovery work to help solve immediate membership growth initiatives. Deliverables include: Heuristic reviews, competitive analysis sketches, flows, wireframes and usability testing plan that contributes to client's proof of concept and minimum viable product.

Key client: Crowdtap

Associate Creative Director at WEIGHT WATCHERS, NY, NY, 2012-2015

User Experience (UX)/Creative Lead

- Functioned as UX lead to implement and successfully launch chat feature on website and mobile channels.
- Functioned as lead for Weight Watchers Community Team delivering UX and functional enhancements to company's Community website pages.
- Created and evolved global UX/design solutions across multiple touch points.
- Collaborated with cross-functional teams to produce best practice, world-class design solutions mapping user need and expectations.
- Developed and tested product prototypes and pilots
- Managed vendor relationship management for chat product.
- Presented to executive team on projects' status and solutions.

User testing

- Established in-house usability testing practice enabling product ownership teams to assess new site/app ideas with customer base.
- Provided advice and guidance to facilitators on testing techniques and best practices.
- Coordinated recruitment process, managed budget and facilitated debrief sessions to drive observations into actionable items.
- Facilitated various types of user testing: in-person interviews, remote video, and A/B testing.

Leadership

- Managed information architecture (IA) team consisting of three IAs on project work through multiple internal interviews.
- Assigned work, advised on IA and time management best practices.
- Contributed to overall Creative team direction and planning.

Information Architect at WEIGHT WATCHERS, NY, NY, 2007-2012

Information Architect/UX Lead

- Oversaw strategy, solutions and deliverables for four proposed releases to integrate Weight Watchers Community features into fabric of company products.
- Provided guidance and created wireframes on multiple various projects to

2000-2007

- improve organization's UX and enhance functionality.
 - Examples include: onboarding, homepages, social networking, share, search, forms, new country launch, communication and content strategies
- Represented UX needs during quality assurance testing.
- Facilitated user/usability testing sessions and team debrief sessions.
- Provided oversight to freelancers' IA wireframes and documentation.

Consultant at **CGI FEDERAL**, Roseland, NJ

Client: Centers for Medicare & Medicaid Services, 2003-2007

- Facilitated usability testing of widely used government agency websites
- Gathered and analyzed usability information from internal/external users of CMS.HHS.gov website to identify user groups, goals, tasks and ideas for website/application improvement.
- Collaborated with client to produce information architecture and visual design to document results and present redesign recommendations.
- Present recommendations for improvement to senior client management.
- Drafted usability offering for future projects and requirements for future releases.
- Trained/mentored junior staff
- Created training manuals for content management tool, rollout program and trained government agency staff on content management tool.

Client: GHI (Group Health Inc.), 2002-2003

- Interviewed mid/senior level clients and documented workflow processes of health plan claims and provider operations units.
- Worked with CGI Team to analyze data and facilitate recommendations based feedback.
- Partnered client to produce series of cost benefit analyses providing suggestions on costs savings/resource allocation.

Client: Cigna Healthcare, 2000-2002

- Gathered business requirements and drafted business design documentation for enhancements to pricing stop loss process and enterprise application integration project.
- Facilitated business design sessions and status meetings.
- Acted as liaison between specific programming and business teams to troubleshoot and resolve issues.

1993-2000

additional experience

HORIZON BLUE CROSS BLUE SHIELD OF NEW JERSEY, Newark, NJ

Product Manager, 1997-2000. Integrated/launched new health care products.
Communications Specialist, 1995-1997. **Customer Service**, 1993-1995.

education

HOFSTRA UNIVERSITY, Hempstead, NY
 B.A., History, Photography, 1991

certification

NEW YORK UNIVERSITY SCHOOL OF CONTINUING EDUCATION,
 New York, NY, Graphic Design, 2004

skills

Sketch, Omnigraffle, Axure, Microsoft: Visio, Project, Office Suite