cassie mcdaniel
designer/ writer

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A force for building inclusive, excellent design teams with a high bar for craft, culture, & impact. Proud dual-citizen (Canada + U.S.), native plant enthusiast & environmentalist, & passionate about finding meaning through words & image. Ever hungry to learn, collaborate, & find opportunities to lead with kindness. Working on my first novel, my food forest, and being as good a person as I can be.

Education

Bachelors of Fine Arts, Graphic Design, Art History minor
University of Florida
Summa Cum Laude

UF | UNIVERSITY *of* FLORIDA

Experience

UX/UI Design	18 years
Research	12 years
Remote	11 years
Leadership	10 years

Skills

Design Leadership
Product Design
UX/UI
Writing
User Research
Graphic Design

✹ Lattice
Product Design Director (2021-2024)

As the first Product Design Director, I helped grow the design team from ~10 to 30, led strategic shifts for key products, & established the Platform team (incl. Design Systems, Shared Experiences, & Analytics), eventually co-leading an area of 60+ designers, engineers, & PMs.

webflow
Senior Design Manager (2020-2021)

Led the design team working on the most complex foundational capabilities at Webflow including dynamic data, memberships, logic, and designer experience. Accountable to successful product launches as well as team and manager mentorship and skills development.

🐟 Glitch
Design Director (2019-2020)

Established new design culture & team at Glitch, formerly Fog Creek Software, based in NYC. Hired the company's first designers, liaised with editorial design contractors, and led strategic shifts in product+brand.

◣ Adobe™
Lead UX/UI Designer (2018-2019)

Integrated with Adobe designers on the Developer Experience & Open Office teams to tackle several moving parts: an ambitious new CMS, redesign of Console, and extensive research & redesign for Adobe.io. Managed innumerable stakeholders across 60+ product teams.

moz://a
Design Director (2013-2017)

Began as UX/UI designer for Webmaker's innovative tool suite & forged my role as Design Director to establish the org's first design team. Oversaw all international Internet advocacy, web literacy & brand efforts, serving as linchpin between executive, strategy & production. Facilitated shift from eng to design-led org.

JANE & JURY
Co-founder, Designer (2016-2018)

Founded a sought-after design studio in rural Ontario. Offered clients a broad range of integrated design services across print, web, mobile and video. For two years, ran a popular local blog and the sold-out creative meetup and tech skills workshop series, Paris Lectures.

Human Factors 2011-2013	Freelance 2008-2011	ecentricarts 2009-2010	Mindblossom 2009	Simple Thinking 2006-2008
Built first in-house design studio & culture in hospital.	Web & mobile app design, illustration, writing	Web design for arts, culture & non-profits	Ad agency for Taco Bell, KFC, Reebok, Adidas	Web & animation for Chevrolet, Gillette, Coca-Cola

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Publications

Human Parts, Exposition, Fulminare Review, Messy Misfits Club, Capsule Stories, A List Apart, Smashing Magazine, Offscreen Magazine, The Pastry Box Project, Distance, .net Magazine, AIGA Voice, Explore Create Repeat, Six Revisions, Freelance Switch, Net Tuts, Web Designer Depot, Design Edge, Modus, The Startup, Rhetoric & Experience Architecture

Speaking

Remote Design Conference, An Event Apart, Made by Few, Smashing Conf NYC, Gather North, HXD Conf, Medicine 2.0, HOW Interactive Design Conference, North by Northeast Interactive

Volunteering

Friends of Wekiva Board Member
ADP List Mentor
Master Gardener Seminole County
Orlando Designers Slack Admin
High Park Writers Group Toronto
CFW Writers Group Orlando

Based in Orlando, FL
References at the ready