

MJC

Marc J Cassata

CREATIVE DIRECTOR,
USER EXPERIENCE & DIGITAL DESIGN

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/ NEW YORK, NEW YORK

SUMMARY

I am a User Experience-led Creative Director with a deep expertise working with US & Global Fortune 500 companies, including a specific focus on being an innovative and articulate collaborator in the banking/finance industry along with the pharmaceutical, fashion, and beauty industries.

As an innovator and proven leader, I bring clear solutions to complex problems, I build successful design teams, I mentor the individual designer’s growth, and I create beautiful product solutions based on customer needs and the client’s desires, all with a focus on efficient usability

BUSINESS SKILL SET

- Cross-Functional Team Direction
- Experience Led Creative Strategy & Creative Direction
- UX Design, Visual/UI Design, & Interaction Design
- User Research and Competitive Analysis
- Inception, Governance, & Growth of Design Systems
- Visual Storytelling and Content Design
- User Interface Development
- Prototyping and Model Development
- Client and Project Management Skills
- Sales and Business Development
- Budget, Expense, and Project Planning
- Growth and Promotion of Talent
- Agile (Kanban, Scrum, & Lean)
- Accessibility and Inclusive Design

TOOLS PROFICIENCY

- Adobe Creative Suite
- Microsoft Office
- Front-End Presentational Web Development: HTML, CSS, and JavaScript
- Sketch & Figma
- AI (Chat GPT, Generative Fill)
- Keynote for Animation

EDUCATION

Parsons School of Design
The New School University
New York, New York
BFA / Cum Laude / 3.66
Major in Communication Design
Digital, Web, & Motion Design Focus

ACCOLADES

Motion design was featured in Bellantoni & Woolman's book "Moving Type" as a showcase of design best practices.

- *Password* for the Secure Complete Portfolio available upon request.
- *Rightpoint, A Genpact Company* merged with and absorbed Tandemseven, A Genpact Company in April of 2020.
- *Tandemseven, A Genpact Company* (formerly Tandemseven LLC) was acquired by Genpact in September of 2017.

PROFESSIONAL EXPERIENCE

Designlab // New York, New York (Remote)

- Student Mentor and Design Educator** // August 2022 — Present
- Providing mentorship to students in 1-on-1 sessions to iterate on their work and discuss career goals
 - Efforts to date have resulted in a 100% success rating in certificate completion and job placement.

Rightpoint, A Genpact Company // New York, New York (Remote and Onsite)

- Group Design Director - Visual Design** // April 2020 — October 2022
- DESIGN LEADER TASKS & ACCOMPLISHMENTS**
- Oversaw the visual design team contributorily responsible for approximately \$25MM in finance industry revenue by focusing on staffing based on specialized skill sets and being transparent about their enthusiasm for certain engagements and team dynamics.
 - Helped negotiate project plans and budgets which secured capital for ongoing engagements by trimming project bloat, while being transparent about true project needs.
 - Managed directors who were all deservedly recognized and promoted for their successes by encouraging them to provide feedback on themselves and by ensuring they were fulfilled and challenged, all which allowed them to grow into design leaders.
 - Directly managed the core legacy Tandemseven Experience Design Team (30+ staff) through the merger with Rightpoint, as well as provided constant support to executive leadership in leveling/staffing the team by providing insight and analysis on specific abilities.

- CLIENTS SERVED / ACCOMPLISHMENTS**
- Blackrock / J.P. Morgan / State Street / Numerated / American Axle / Nuance / GlaxoSmithKline / Otsuka*
- Directed the digital design for an internal dashboard suite at an U.S. multi-national investment company by pushing the boundaries of PowerBI, which resulted in a highly compounded monthly adoption rate.
 - Directed a design team in successfully recreating a banking product design to manage small business loans by pushing for a “conceptual isolation” prioritization for the design concepts and mockups, and thus avoiding visual and UI influences from the original out-of-the-box toolkit, and thus delivering a highly versatile and “unique to them” platform.
 - Created a new design system for a currency trading banking platform for a U.S. Financial Services company by refining the new brand by manipulating the brand expression to work with the intricacies and complex details of a data heavy application, which resulted in it being recognized as the Best Foreign Exchange Trading Platform in the Financial News Excellence Trading & Tech Awards 2023.

Tandemseven, A Genpact Company // New York, New York (Remote and Onsite)

- Creative Director - Visual Experience Design** // July 2018 — April 2020
- DESIGN LEADER TASKS & ACCOMPLISHMENTS**
- Managed the visual design team contributorily responsible for approximately \$22MM in yearly revenue earnings by staffing talent based on skill set and by collaborating at all steps in the design process to ensure smooth project delivery.
 - Promoted 3 times over 7 years for exceptional design work and exceeding company goals.
 - Was an integral in leading the staffing/project planning meetings and was relied upon to find quick solutions to complex staffing decisions.
 - Designed and built a new, compelling sales web presentation to meet quality standards by advancing the HTML, CSS, and JavaScript which resulted in landing an initial engagement at a long-sought U.S. National Retail Bank.
 - Through steady collaboration and brainstorming, partnered with Genpact business leaders to support experience led sales by educating on the value of UX design which led to at an average of 3 new established client engagement relationships annually.

- CLIENTS SERVED / ACCOMPLISHMENTS**
- Bridgewater / Equitable / Wilmington Trust / Bank of America / Royal Bank of Scotland / GlaxoSmithKline*
- Oversaw the design as a creative leader of the Genpact “tip-of-the-spear” team for a new employee experience at a U.S. hedge fund by setting the standard for quality through user research, visual consistency, and excellence therefore contributing to a \$300MM+ revenue partnership.
 - Directed the customer-facing, e-commerce experience design for a reintroduced investment brand, and contributed to the design system that was a core for over 1,500 pieces of branded material, all within the court-imposed, calendar year company spin-off deadline.

- Principal Visual Designer** // July 2014 — June 2018
- CLIENTS SERVED / ACCOMPLISHMENTS**
- Merrill / Fidelity / Goldman Sachs / Point 72 / Conning / Morgan Stanley / GlaxoSmithKline*
- Designed a suite of financial analyst and retirement banking tools for an U.S. wealth management firm which became the information architecture and design system backbone for visual consistency of their internal applications.
 - Designed, prototyped, and helped establish a product vision for a user-efficient dark pool trading app by focusing on simple, small-scale usability, which resulted in more than 7.7 billion shares worth \$536BN traded in its first five years of use
 - Created a multi-dashboard banking workstation for client analysis for better human-computer interaction for an U.S. wealth management firm by flattening the data and creating multiple book, client, and market views each with their own context.
 - Built a design system with multiple design mockups and provided product development/technical support for 12 unique applications in an internal banking suite for a large U.S. hedge fund within a 10-week timeframe by establishing systems thinking at the client internally.
 - Designed a branded customer experience and responsive design for a global investment management firm on both desktop and mobile platforms which was widely adopted and continually used as their digital brand foundation for 7 years running.

Lead Visual Designer // July 2012 — June 2014

Senior Visual Designer // January 2011 — July 2012

Unit 7, LLC / Independent Consulting // New York, New York (Remote and Onsite)

- Consulting Art Director & Experience Designer** // October 2006 — December 2010
- CLIENTS SERVED / ACCOMPLISHMENTS**
- Bristol-Myers Squibb / AstraZeneca / Pfizer / ClairolPro / Marriott / Discover Magazine*
- Consulted on experience design and participated in a new business acquisition for Lyrica by creating a faux “social media” campaign, wireframes, branded visual design, and the overall conceptual customer experience while consulting with pharma strategists.
 - Designed a “pre-MyFitnessPal” nutrition and activity app prototype for the diabetes drug Onglyza by focusing on the uniquely specific user needs of diabetes patients, and led the subsequent user testing of said prototype to further connect with diabetes patients.
 - Started a Unit 7 company-wide education and advised on best practices by providing insight into UX design thinking and defining streamlined pathways to digital success.
 - Designed for and managed multiple independent Marriott property dotcoms, which resulted in an increase in average room pricing from \$89 to \$399 for a room at the New York Marriott Marquis based on customer demand over a 2-year timeframe.