

RASHAN CASSEUS

SENIOR PRODUCT DESIGNER

rcasseus.com • rashan.casseus@gmail.com

Product designer with experience translating complex problems into clear, elegant experiences.

EXPERIENCE

SENIOR PRODUCT DESIGNER Seamless.ai

Mar. 2024 - Present

I lead the adoption of AI-enabled tools (Chatgpt, Claude Code, Gemini, Lovable) across the design organization, establishing workflows that improved concept development, prototyping using Figma and Claude Design, and decision-making throughout the product lifecycle. And created net new customer facing products from 0-1 collaborating with product and engineering.

SENIOR PRODUCT DESIGNER Wistia

Mar. 2021 - Jan 2024

Collaborating with product and engineering to create an online based webinar tool for marketers using AI technologies. Enabling beautiful and engaging webinars, that are visually striking and generate leads.

PRODUCT DESIGNER Catchafire

Dec. 2019 - Mar. 2021

Led UX improvements to the B2C signup flow through user research and usability testing, driving a 10% increase in signup conversions, directly impacting the platform's ability to connect non-profits with skilled volunteers.

SENIOR UX DESIGNER W. W. Norton

May. 2016 - Dec. 2019

Led the design team in overhauling the flagship e-commerce website to a modern experience using UX best practices and improved accessibility. Conducted user testing, stakeholder interviews, and creating a design system.

UX DESIGNER Evoke Health

Mar. 2013 - Feb. 2016

Worked within a team to create user journeys, flowcharts, and wireframes. Pushed web innovations to ensure that our designs were relevant and usable.

INTERACTIVE DESIGNER BoomBox

Feb. 2010 - Feb. 2012

Utilized user-centered design principles to satisfy challenging marketing emails and micro-sites for financial clients.

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY

Bachelors of Art. Graphic Design

SCHOOL OF VISUAL ARTS

Continuing Education: Introduction to Information Architecture and Design

KNOWLEDGE

Skills Figma, Design Systems, Prototyping, User Research, Usability Testing, Wireframing, User Journey Mapping, Personas, AI Tools (Claude, ChatGPT, Lovable), Adobe Creative Suite, Accessibility, Cross-functional Collaboration