

Casey Forsyth

Product & Web Designer

Website

casey.design

Contact

caseymforsyth@gmail.com

Capabilities

Product Design
UX/UI Design
Web Design
Information Architecture
Prototyping
Usability Testing
Responsive Design
Design Systems
Accessibility
Brand Identity
Art Direction
SEO & Analytics

Tools & Platforms

Figma
Adobe Creative Suite
Webflow
Framer
Shopify
Squarespace
BigCommerce
HTML/CSS

Education

Bachelor of Science

Web Design & Interactive Media

The Art Institute of Portland
2011 - 2016

Work Experience

Freelance Product & Web Designer — casey.design

2016 - Present | El Paso, TX

- Design and build responsive websites and digital experiences for small businesses, independent brands, and automotive clients.
- Lead projects from early strategy and information architecture through UX/UI design, visual direction, prototyping, and implementation.
- Develop production websites using Webflow, Shopify, Squarespace, and other CMS/e-commerce platforms, with consideration for accessibility, SEO, and responsive behavior.

AI Training & Evaluation Contractor — DataAnnotation

Apr 2025 - Present | Remote

- Evaluate and compare AI-generated responses for accuracy, quality, and adherence to detailed project guidelines.
- Analyze large volumes of information while maintaining consistency and strict quality standards.
- Contribute to the training and evaluation of multiple AI models through structured feedback and data annotation.

Lead UX/UI Designer — Fish-Field

Jun 2021 - Aug 2022 | Portland, OR

- Led UX/UI design and front-end implementation as Fish-Field's sole in-house designer, supporting an e-commerce catalog of more than 20,000 products.
- Redesigned the Shopify shopping experience using customer research, Google Analytics, and session recordings to improve navigation and product discovery.
- Led the design and implementation of the company's migration to BigCommerce, contributing to a 5.0% conversion rate and an 8.65% increase in average order value.
- Extended the visual system across brand identity, packaging, photography, social media, and marketing.

Pizza Maker — The Pizza Joint

Dec 2023 - Jun 2026 | El Paso, TX

Worked within a small restaurant team while continuing my independent design practice, gaining firsthand insight into its customers, operations, and brand experience.

Commercial Sales Manager — AutoZone

Sep 2016 - Jun 2021 | Portland, OR

- Managed commercial customer relationships, product sourcing, inventory, and delivery operations in a high-volume automotive retail environment.
- Developed extensive working knowledge of automotive parts, fitment, inventory systems, and customer needs.

Web Designer Intern — Shop

Apr 2016 - Jun 2016 | Vancouver, WA

UX Designer Intern — TipTap

Mar 2016 - Jun 2016 | Portland, OR