

# Cassidy Seo

[www.cassidyseo.com](http://www.cassidyseo.com) | [cassidyseo@gmail.com](mailto:cassidyseo@gmail.com) | [LinkedIn](#) | 718-909-5320 | Irving, TX

## Experience

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### Steam-Funk Productions, LLC

UX Designer (Volunteer)

Remote  
Apr 2025 – Present

- Designed wireframes and prototypes in Figma, translating requirements into intuitive, responsive layouts
- Helped build a reusable design system, improving consistency and efficiency across website while aligning with brand identity
- Conducted UX exercises such as card sorting and style tiles to inform information architecture, visual direction, and usability enhancements
- Applied accessibility best practices (WCAG) to ensure inclusive design, using high contrast, scalable typography, and semantic structure

### Apple

Seasonal Product Specialist

New York, NY  
Oct 2024 – Jan 2025

- Generated \$105K in sales over two weeks, exceeding team targets and contributing to store success during peak periods.
- Facilitated four business introductions, driving \$3K in new B2B sales through personalized solutions and effective client engagement.
- Achieved an TMS of 100, with 16 reviews rating 100% in knowledge, customer connection, and understanding of needs.
- Demonstrated nimble learning and problem-solving skills to address diverse customer challenges, fostering loyalty and satisfaction.

### NBBJ | ESI Design

Administrative Specialist

New York, NY  
Feb 2023 – Apr 2024

- Streamlined administrative support for a 30-member design team, enhancing office efficiency and workflow.
- Managed complex scheduling for two Creative Directors, optimizing their time for meetings, travel, and creative processes.
- Improved board meeting effectiveness through meticulous agenda and logistical management.
- Maintained the confidentiality of sensitive documents and communications, upholding executive-level integrity and privacy standards.

### LIC COM LLC

Project Manager

New York, NY  
Aug 2020 – Dec 2022

- Directed hospitality and culinary operations for five restaurant concepts, improving menu innovation and operational efficiency.
- Boosted Maiden Korea's brand presence in Koreatown through strategic social media, increasing online engagement.
- Oversaw logistics for major events including the US Open and Comic Con, successfully managing teams to cater to over 500,000 attendees.
- Coordinated events for the different businesses of the company and handled client relations with various vendors.

### TWRL

Head of Content Creation

New York, NY  
May 2021 – Aug 2021

- Developed a comprehensive multi-channel content strategy that significantly boosted sales materials and social media engagement.
- Aligned marketing strategies with business goals, enhancing KPI fulfillment and audience engagement through creative content.
- Implemented SEO strategies through targeted keyword research, raising the company's online visibility and reaching a broader audience.

### Compass Group | Food+ at Google

Front of House Manager / Teaching Kitchen Assistant

New York, NY  
Jun 2019 – Nov 2019

- Managed daily operations across multiple dining venues on the Google campus, efficiently serving over 10,000 guests.
- Administered large-scale operations and VIP events, leading team management and menu updates to ensure top-notch service.
- Coordinated and led daily events and cooking classes, boosting client engagement and enhancing the overall culinary experience.

## Skills/Software

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Figma, Adobe Creative Suite, Visual Design, UX/UI Design, Product Design, Web Design, Webflow, Zeplin, Wordpress, User Flow, Accessibility, Logo Design, Brand Identity, Project Management, HTML & CSS, Blender, User Interface, User Research, Wireframing, Prototyping, Information Architecture, Design Systems, User Personas, Competitive Research, A/B Testing, Affinity Mapping, Card Sorting, User Journey, Usability Testing, Interaction Design

## Awards

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Jacob Rosenthal Leadership Award | April 2019, Craig Claiborne Communication Award | 2019, Founders' Management Award | April 2019, The Katharine Angell Academic Achievement Award | Dec 2017, The Management Award | Dec 2017

## Community & Accomplishments

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Senior Resident Assistant | 2016 - 2019, CIA Pitch Off Judge Student Representative | 2019, CIA Tennis Team, Team Captain | 2018 – 2019, CIA Eta Sigma Delta Honors Society, Treasurer | 2019, CIA & West Point Leadership Exchange Program | March 2018, CIA Tennis Team, Rookie of The Year | 2016, CIA Photography Club, President | May 2016 – Nov 2017

## Education

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### DesignLab

UX Academy - UX/UI Designer Certification

Nov 2023 – April 2024

### The Culinary Institute of America

Bachelor of Business Administration in Food Business Management, Concentration: Intrapreneurship

Hyde Park, NY  
March 2016 – April 2019