

Cassidy Seo

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Experience

Texas Lone Star S.C. <i>Creative Tech Director (Freelance)</i>	Remote Sep 2025 – Present
<ul style="list-style-type: none">Delivered a full website launch in Webflow, executing structured build + QA checks to ensure reliable end-user flows.Launched merch storefront via clear site navigation; contributed to 165 orders / \$5,000 revenue in month 1.Implemented CMS-driven publishing workflows so updates could be shipped quickly without page rebuilds (repeatable process execution).Improved conversion paths by clarifying the "Buy Tickets" flow; contributed to 103 ticket purchases in 2 weeks.	
Steam-Funk Productions, LLC <i>UX Designer (Freelance)</i>	Remote Apr 2025 – Present
<ul style="list-style-type: none">Helped build a reusable design system, improving consistency and efficiency across the website while aligning with the 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 <i>Seasonal Product Specialist</i>	New York, NY Oct 2024 – Jan 2025
<ul style="list-style-type: none">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.	
NBBJ ESI Design <i>Administrative Specialist</i>	New York, NY Feb 2023 – Apr 2024
<ul style="list-style-type: none">Supported a 30-person team with high-accuracy admin operations, improving workflow efficiency and turnaround time.Coordinated complex scheduling for senior leaders, managing frequent changes while maintaining detailed, accurate documentation.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 <i>Project Manager</i>	New York, NY Aug 2020 – Dec 2022
<ul style="list-style-type: none">Led multi-stakeholder operations across 5 concepts; maintained checklists, vendor coordination, and on-time delivery under pressure.Boosted Maiden Korea's brand presence in Koreatown through strategic social media, increasing online engagement.Managed logistics for large-scale events (US Open, Comic Con), coordinating teams and vendors for audiences of 500,000+.Coordinated events for the different businesses of the company and handled client relations with various vendors.	
Compass Group Food+ at Google <i>Front of House Manager / Teaching Kitchen Assistant</i>	New York, NY Jun 2019 – Nov 2019
<ul style="list-style-type: none">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.	

Skills/Software

Logistics and delivery coordination, vendor and supplier management, remote operations and task management, confidential information handling, digital communication and documentation, attention to detail and accuracy, compassionate problem-solving, inbox triage & prioritization, Gmail, Figma, Webflow, Google Workspace, Square, Slack, Zoom, Notion, Asana, Excel, Google Meet, Adobe Creative Suite, Blender, Maya

Certifications & Awards

3D Modeling Certificate CG Spectrum | Nov 2025, Designlab UX/UI Design Certificate | April 2024, 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

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, Presidentl May 2016 – Nov 2017

Education

Udacity Institute of AI & Technology <i>Master of Science in Artificial Intelligence</i>	Jan 2026 – 2027
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The Culinary Institute of America
Bachelor of Business Administration in Food Business Management, Concentration: Intrapreneurship

Hyde Park, NY
March 2016 – April 2019