

Cassidy Seo

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Experience

Texas Lone Star S.C.

Creative Tech Director (Freelance)

Remote
Sep 2025 – Present

- 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

UX Designer (Freelance)

Remote
Apr 2025 – Present

- 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

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.

NBBJ | ESI Design

Administrative Specialist

New York, NY
Feb 2023 – Apr 2024

- 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

Project Manager

New York, NY
Aug 2020 – Dec 2022

- 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

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.

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, President | May 2016 - Nov 2017

Education

Udacity Institute of AI & Technology

Master of Science in Artificial Intelligence

Jan 2026 – 2027

The Culinary Institute of America

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

Hyde Park, NY
March 2016 – April 2019