

# Cassidy Seo

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## Experience

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### Confidential AI Lab (via Mercor)

AI Data Annotator

Remote  
Feb 2026 – Present

- Contracted by a leading AI lab to support LLM training workflows through structured data annotation and output evaluation
- Applied domain expertise to assess AI-generated responses for accuracy and reasoning quality, informing model fine-tuning
- Executed annotation tasks in JSON-based formats across 10 tasks/week in a fully asynchronous, self-directed workflow
- Maintained consistent performance across evolving task specifications in an active AI development environment

### 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 – Jan 2026

- 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.
- 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.

## Skills/Software

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Google Workspace, Slack, Zendesk, Notion, Asana, Excel, JSON / Structured Data Formats, AI Training & Output Evaluation, Conversational AI Design & Chatbot Optimization, Prompt Engineering, Technical Documentation, Natural Language Understanding, UX Writing & Content Strategy, Natural Language Processing, Resolution Accuracy), UX/UI Design, Operations & Task Management, Attention to Detail & Accuracy, Figma, Adobe Creative Suite, NLU, NLP

## Certifications & Awards

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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

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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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### 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