

CASSANDRA RANO

SENIOR UX/UI DESIGNER

Senior UX Designer with 5 years of experience designing enterprise dashboards, workflows, and complex systems. With a background in Psychology and strong user research skills, I simplify complex technical environments into intuitive experiences. Experienced collaborating with engineers and stakeholders to improve usability, workflows, and decision-making in data-heavy systems. Familiar with SCADA/PLC environments and driven by solving high-complexity operational problems.

EXPERIENCE

APR 2023-
PRESENT

• **UX/UI Designer | TransPerfect**

GlobalLink / Bablic / TransQuote

- Lead UX/UI Designer for a redesign of GlobalLink (now Bablic) dashboard experiences, designing architecture, workflows, and information hierarchy for enterprise users.
- Lead UX/UI Designer for GlobalLink (now Bablic) marketing platforms, creating scalable and user-focused experiences.
- Lead UX Designer for the TransQuote AI Chat feature, collaborating with stakeholders and developers to improve communication workflows and user engagement.
- Produce wireframes, prototypes, and high-fidelity designs that drive user feedback and iterative product improvements.
- Partner with cross-functional teams to deliver responsive experiences across desktop, tablet, and mobile platforms.

OCT 2023-
MAY 2024

• **Lead UX/UI Designer | GEOPET (Contract)**

End to End Mobile Application / Marketing Website

- Led end-to-end UX strategy and design for a mobile application, partnering directly with the CEO and development team.
- Conducted user research and usability testing to identify opportunities and translate insights into product improvements.
- Designed wireframes, prototypes, high-fidelity mockups, and a scalable design system to ensure consistency across the platform.
- Leveraged user behavior data and feedback to improve engagement and overall user experience.

DEC 2021-
APR 2023

• **Lead UX/UI Designer | Dellfer Inc**

Redesign Dashboard / Internal Tools

- Led the redesign of the ZeroDay Guard cybersecurity platform, simplifying complex security workflows and improving usability.
- Designed landing pages and core application experiences for device, incident, and application management interfaces.
- Conducted qualitative and quantitative research to validate design decisions and guide product direction.
- Collaborated closely with engineers to ensure accessibility compliance and successful implementation.
- Presented UX solutions directly to executive leadership, including the President and Vice President.

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EDUCATION

UX Design

DesignLab

Dec 2021-Sep 2022

B.A. Psychology,
Cum Laude

University of New
Hampshire

Aug 2011- May 2015

DESIGN TOOLS

Figma Claude
Webflow Whimsical
Balsamiq Adobe XD
Photoshop Jira
Bitbucket HTML
Google Analytics
Optimal Workshop

UX SKILLS

User Research
Usability Testing
Information Architecture
User Flows
Wireframing
Prototyping
Dashboard Design
Design Systems
WCAG Accessibility
Data Visualization
Teamwork Collaboration
SCADA (Familiar)
PLC (Familiar)