



JAMIN CASSIDY

UX DESIGNER

Product-focused UX Designer who simplifies complex problems through strategy and collaboration, aligning user needs with business goals to deliver scalable, accessible, data-informed experiences across the product lifecycle.

EXPERIENCE

Senior User Experience Designer

TOLL BROTHERS
01/2023 – 12/2025

- Contributed to the design and implementation of an AI-powered assistant, collaborating with product and engineering to define use cases, interaction patterns, and user experience.
- Partnered with a Digital Marketing Manager, research, and QA to define UX testing strategy, aligning on scalable frameworks and experiments that informed product direction.
- Conducted UX audits and usability testing to identify friction points and drive workflow improvements.

User Experience Designer

TOLL BROTHERS
01/2023 – 12/2025

- Led end-to-end UX strategy and design across multiple digital products, aligning user needs with business goals and ensuring consistency across platforms.
- Collaborated with product, engineering, marketing, and analytics teams to deliver cohesive user experiences and inform product decisions.
- Drove the design process from discovery through delivery, using research, data, and stakeholder input to improve user journeys.

Brand and Visual Designer

TOLL BROTHERS
01/2016 – 12/2022

- Designed cohesive, user-centered experiences across web, mobile, email, and print, maintaining consistency across all touchpoints.
- Translated business and campaign goals into intuitive, visually compelling design solutions that improved engagement and conversion.
- Led creative direction from concept through execution, developing visual systems and aligning stakeholders around a unified vision.
- Managed multiple high-impact projects from concept to delivery, ensuring quality, timeliness, and alignment with business goals.

Email Designer

TOLL BROTHERS
09/2014 – 12/2015

- Designed, coded, tested, and launched corporate and community email campaigns across 25 markets in 4 time zones, using Salesforce for efficient execution.

CONTACT

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DESIGN

UX/UI Design, Visual Design, Wireframing, Design Systems, Prototyping & Interaction Design, Branding, Typography, Illustration, AI-assisted design & research workflows

SOFTWARE

Figma, Sketch, Adobe XD, Miro, Illustrator, InDesign, Photoshop, Premiere, HTML/CSS, WordPress, Workfront, Jira, Salesforce, AI: (ChatGPT, Claude, Cursor)

RESEARCH

UX Strategy, Information Architecture, User Journeys, Systems Thinking, User Research, Usability Testing, Competitive Audit, Heuristic Audit, AI-assisted research synthesis, ideation, & workflow optimization

EDUCATION

B.S. in User Experience

Lesley University – 2022
Magna Cum Laude

A.A. in Graphic Design

Art Institute of Philadelphia