Cassian Catanzaro

(845) 325-6342 ✴ me@cassian.xyz ✴ *New York, NY*

Design leader and practitioner with 10+ years of hands-on experience, specializing in design for complex workflows, mixed-method user research, and 0-to-1 projects

WORK EXPERIENCE

Director of Product Design

CompStak ✴ *New York, NY* ✴ *Commercial real estate data for brokers, owners, and investors*
Feb 2023 – Jan 2024 (11 months)

- ✴ Managed and led the Product Design function on a new product team, standing up design processes and operations as the company's first design leader.
- ✴ Redesigned major interfaces, leading to increased user satisfaction and enabling the launch of a new product line.
- ✴ Created documentation, guides, workshops, templates, and more to assist the product team in understanding and applying design thinking.
- ✴ Built user research processes from the ground up, including designing and implementing automated user interview scheduling.
- ✴ Worked with leadership to define and design a long-term vision for the product, used to guide and motivate the organization.

Director of Product Design

Simon Data ✴ *New York, NY* ✴ *Customer data management for enterprise marketing teams*
Oct 2020 – Jul 2022 (1 year, 10 months)

- ✴ Created and led the Product Design function, including hiring and people management of three product designers.
- ✴ Guided and led the collaborative creation of principles, goals and KPIs, design processes, and other foundational team operations.
- ✴ Developed organizational design vision and introduced concepts of design thinking and user centricity to an engineering-focused culture.
- ✴ Served as resident user research expert, building out research processes, conducting research, helping others grow their skills, and conducting a major research project to create user personas.

Director of Product Design

[Mark43](link) ✳ *New York, NY* ✳ *Cross-platform public safety software for first responders*

Apr 2020 – Sep 2020 (6 months)

✳ Led the Mark43 design team, including management of five product and graphic designers, hiring, team goals and KPIs, and more.

✳ Advocated for design across the organization, representing the function and championing the needs of our users.

✳ Acted in a player-coach role, leading and managing the design team while executing various research and design projects.

Product Research & Strategy Lead

[Mark43](link) ✳ *New York, NY* ✳ *Cross-platform public safety software for first responders*

Jul 2019 – Mar 2020 (9 months)

✳ Spearheaded efforts to discover opportunities for innovation, evaluate them against business goals, and develop delivery plans.

✳ Led qualitative, quantitative, and ethnographic research to understand user behaviors, perceptions, pain points, and needs.

✳ Defined user research processes for the organization at large, and guided and assisted others in executing research initiatives.

✳ Ran cross-functional innovation workshops, sketching sessions, and other collaborative concept development exercises.

Senior Product Designer

[Mark43](link) ✳ *New York, NY* ✳ *Cross-platform public safety software for first responders*

Jan 2017 – Jun 2019 (2 years, 6 months)

✳ Provided end-to-end designs for complex, high-stakes public safety software used by police departments and 911 call centers on desktops, tablets, and mobile devices.

✳ Conducted UX research; built user journeys; created wireframes, prototypes, and detailed UI designs; conducted usability tests; and led all other steps of the design process.

✳ Collaborated with stakeholders to define both tactical solutions to user problems and long-term product strategy and vision.

Product Designer

[ALOHA](link) ✳ *New York, NY* ✳ *Direct-to-consumer health and wellness products*

Mar 2016 – Oct 2016 (8 months)

✳ Oversaw user experience as ALOHA's first product designer, including the creation of a design system and redesigns of key interfaces.

UX Designer

TuneCore ✳ *New York, NY* ✳ *Do-it-yourself music distribution for independent artists*
Apr 2013 – Aug 2015 (2 years, 5 months)

✳ Drove product design, owned user experience, and provided general design support as the first designer in TuneCore's nine-year history.

Web Developer

ScrollMotion/Ingage ✳ *New York, NY* ✳ *Custom e-reader app development*
Jan 2011 – Feb 2012 (1 year, 2 months)

✳ Lead web developer, responsible for client- and server-side web development and hiring and leading a front-end engineering team.

Interactive Designer

Hyperakt Design Group ✳ *New York, NY* ✳ *Design services for nonprofits*
Jul 2009 – Dec 2010 (1 year, 6 months)

✳ **UX and UI** design and development on all web projects, including wireframe and mockup production and client- and server-side development.

EDUCATION & CERTIFICATES

Parsons School of Design
BFA, Design & Technology

Pragmatic Institute
Product Management Certified Level III

SKILLS

Technology
Figma, Sketch, Adobe Creative Suite, InVision, Miro, Jira, Git, HTML, CSS, JavaScript

Methodologies
Design thinking, User-centered design, Participatory design, Systems thinking, Lean UX, Agile