

WESLEY McCASKEY

UX/UI DESIGNER

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PROFILE

UX/UI designer with experience in crafting cross-platform, human-centered mobile and web applications using a highly collaborative process with cross-functional teams. Creator of simple, easily navigable, and empathetic experiences for users.

DESIGN SKILLS

Design Research
Design Strategy
Design Systems
User Interface
Wireframing
Prototyping
User Research
User Testing
Feature Prioritization
Persona Development

SOFTWARE

Figma
Photoshop
Illustrator
Adobe XD
InDesign
Miro
Sketch
Lightroom

HOBBIES

Cooking
Photography
Thrifting
Weight Training
Record Collecting
Video Games
Streaming



EXPERIENCE

APR 2020 - CURRENT
PRODUCT DESIGNER | PUBLICIS MEDIA

Product/UX Designer and researcher for reporting and analytics products developed for both media agencies and end clients.

- Design dashboards utilized by 5,000+ users.
- Conduct user interviews, affinity mapping, persona development, feature prioritization, wireframing, prototyping, testing, and mock-ups.

NOV 2017 - APR 2020
MANAGER, USER EXPERIENCE | PUBLICIS MEDIA

Worked with users and key stakeholders on problem finding, solution ideation, and low-fidelity wireframing and prototyping. Maintained relationship with hands-on-keyboard programmatic traders.

- Collaborate with product managers and engineering team during sprint cycles to deliver new products and updates.
- Garner user feedback for development and analytics team to iterate and improve upon existing product.

OCT 2016 - NOV 2017
SR. ANALYST, PRODUCT CONSULTING | PUBLICIS MEDIA

Support media agencies with training, on-boarding, and product overviews for tools and reports generated by holding company subject matter experts.

- Uncover optimization opportunities through unique product offering.

APR 2014 - OCT 2016
ACCOUNT EXEC. POLITICS & ADVOCACY | CONVERSANT

Responsible for forging and sustaining relationships with political campaign managers for congressional, gubernatorial, and presidential candidates.

OCT 2013 - APR 2014
MARKETING COORDINATOR | SEQUINOX

Built and developed marketing initiatives for both print and web-focused environments.



EDUCATION

2019 - 2020
GENERAL ASSEMBLY | USER EXPERIENCE IMMERSIVE

2009 -2013
DePAUL UNIVERSITY | BACHELOR'S DEGREE MARKETING