

# CASSANDRA CAPPELLO

PRINT & WEB DESIGNER

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## EDUCATION

### York University and Sheridan College

2010–2014

- Attended the York/Sheridan Program in Design (BDes Honours)

## EXPERIENCE

### User Interface Designer at Q4 Inc.

July 2016–Present

- Designs interface and experience of financial software Q4 Desktop, Q4 Touch, and Q4 Web
- Works closely with development team in a fast-paced, team work driven environment

### Interface/Interaction Designer at Pilot Interactive

January 2016–May 2016

- Designed websites, mobile apps, and software
- Executed print design and illustration

### Freelance Graphic Designer and Developer

January 2012–Present

- Research and develop new concepts to boost brands
- Designs in a wide array of areas including editorial, web, mobile apps, illustration, and corporate identity

### Graphic Designer at Macroblu

February 2015–January 2016

- Lead designer who oversees and propels projects forward
- Plays a main roll in client meetings and client communication

### Designer at Normative

May 2014–November 2014

- Designed websites, mobile apps, and installations
- Brainstormed ideas and mocked up thoughtful and creative web campaigns

## TECHNICAL SKILLS

**Applications:** Adobe Creative Suite, Sketch, Affinity

**Coding Languages:** HTML, CSS, and jQuery

## DESIGN SKILLS

- Web Design
- Editorial Design
- Branding Design
- UI/UX Design
- Typography
- Information Design

## ORGANIZATIONS

### Association of Registered Graphic Designers of Ontario

2012–Present

## AWARDS

### Semi-Finalist – Packaging

#### Adobe Design Achievement Awards

May 2014

### Winner

#### Ad Lounge's Next Generation Dinner Series

March 2014

### Semi-Finalist – Print Communications and Packaging

#### Adobe Design Achievement Awards

July 2013