

# CASEY HARPER

PRODUCT DESIGNER

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caseyharper.co

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## PROFILE

### My point of view, and a few thoughts on product design:

I approach product design from a long history of design practice. Where I like to steep myself in the full agile process, I am able to pivot quickly based on business and user needs or the phase in which I am entering a project. Wherever I am and whatever I'm doing, I am driven by the true desire of having exponential impact.

You might find me off the clock with a skateboard, a book, or a beer in hand.

## SKILLS

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I have experience working with teams to **brainstorm** and **whiteboard** concepts. I enjoy **collaborating with research teams** or leading my own research efforts to extract information from existing data or strategize collecting new data. I can write **narratives** to explore the content and scope of a concept. I can create **wireframes** and varying levels of fidelity, and enjoy **prototyping** ideas to test or share with the team. I can write and deploy test plans for **proof of concept or usability testing**. I enjoy **working with devs** at every point of the process to get a better understanding of the feasibility of building for the largest impact using the resources we have.

## EDUCATION

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**General Assembly**  
User Experience Design

## WORK EXPERIENCE

### **Mailchimp** **July 2021 - Present** Product Designer

Working very closely with revenue strategy, I find the crossroads of our business goals and user needs and design experiences that drive monetization and allow for seamless user experiences in checkouts, upgrades, and billing maintenance.

### **Calendly** **June 2020 - July 2021** UX Design and Product Content

I worked cross functionally to research and ideate solutions for our enterprise customers. I led ideation sessions, wrote testing plans, conducted user testing, synthesized and socialized documentation, created wireframes, and designed strategic and impactful product content.

### **Freelance** **Jan 2018 - Present** UX/UI Designer

I work with clients to define or enhance their current web and app experiences, primarily in the realms of responsive site design, UX, UI and overall visual design, as well as motion design.

### **Paper and Stitch** **Feb 2019 - May 2020** Assistant Creative Director/Copywriter

I collaborated with the creative team to ideate impactful content. This was done by leading regular discovery exercises, conducting user research and analyzing quantitative (site and social analytics) and qualitative (user interviews and surveys) data to inform content strategy.

### **Hand-Picked Atlanta** **Dec 2018 - Mar 2019** Design Manager/Marketing

I worked alongside product owners to innovate creative marketing concepts and campaigns at micro and macro levels. I managed design and content strategy of our site and oversaw and edited editorial copy and visual design that effectively represented the tone of the company and our brand partners.