

Professional Overview

Confident, passionate, and creative UX/UI designer with over a decade of experience leading impactful design across web, digital, and print. Proven track record in conceptualizing and executing cohesive user experiences, managing end-to-end digital marketing campaigns, and aligning design solutions with business goals. Adept with a wide range of design tools, website builders, and full-stack workflows. I've conducted design reviews, interviewed and onboarded designers, and helped mentor teams toward higher creative and usability standards. Experienced in building scalable design systems, streamlining design operations, and maintaining brand consistency across platforms. I bring both a sharp creative eye and a strategic mindset to every project I lead.

Specializations

- Web Design & Layout
- Photo Retouching/Manipulation
- Project Management
- HTML, CSS, JavaScript
- Visual Design
- WordPress (Elementor, WP Bakery, Divi)
- Webflow
- Design Review
- Layout
- Branding & Identity
- Training/Mentorship
- WGAC Standards
- Responsive Design
- Package Design
- Print Production

Get in Touch

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Portfolio: <https://cwest.info>

CodePen: https://codepen.io/code_west

WORK BACKGROUND

Website Designer

Batesville • 2022 - present

- Led the design of responsive, accessible, and user-centered websites for a nationwide network of funeral home clients, ensuring brand accuracy and optimal usability for end users during sensitive moments.
- Spearheaded a full redesign of the company's e-commerce experience for tree donations and floral services, improving conversion flow and visual consistency.
- Created and managed design tasks across both frontend and backend systems, collaborating closely with developers to ensure high-quality implementation and QA.
- Partnered with project managers to iterate on customer feedback, perform pre-launch design QA, and oversee successful website launches.
- Worked cross-functionally with the support team to triage, prioritize, and resolve recurring UX issues—streamlining the user journey and improving platform stability.
- Interviewed, onboarded, and mentored new web designers, helping establish design best practices and supporting their professional development.
- Led the UX and UI design of a new video maker tool, focusing on intuitive workflows and a modern visual interface.
- Contributed to the design and development of a pricing tool application for the sales team, enhancing internal workflows and usability.

Web Designer/Developer

Empire Media, Social Soaring, Wealth Solutions Group • Jan 21 - Dec 22

- Met with clients via Zoom to define project goals, gather requirements, and translate business needs into user-centered design solutions.
- Designed and developed 10+ responsive websites remotely, ensuring seamless performance across devices and platforms.
- Built and maintained Shopify stores, including full brand integration and print-on-demand product lines for local businesses.
- Created a custom educational training platform for a security company, integrating quizzes, certification, progress tracking, and email automation.
- Maintained strong client relationships through consistent communication across email, Zoom, and text, ensuring clarity and satisfaction throughout each project lifecycle.
- Implemented and maintained WordPress-based CMS environments, including custom plugin development, theme configuration, and troubleshooting.
- Developed and deployed content migration and strategies for high-traffic WordPress sites, ensuring smooth transitions and minimal downtime.
- Worked collaboratively in an agile environment, contributing to both frontend and backend development.

CEO/Co-Founder

The Marketing Junkies • 2019 to 01/21

- Developed and executed targeted cross-platform marketing strategies (print & digital) tailored to client goals across Facebook, LinkedIn, Instagram, and YouTube.
- Designed engaging social media visuals—including graphics, GIFs, and video—using tools such as Photoshop, Illustrator, Canva, Premiere, and Toonly.
- Designed and built custom websites using WordPress, Squarespace, Wix, and Shopify, with a strong focus on usability, responsiveness, and client branding.
- Managed and trained a team of 5–10 employees, overseeing scheduling, onboarding, payroll, and development of internal training portals.

- Built interactive client and staff training portals using ClickFunnels, streamlining education and onboarding processes.
- Oversaw client communications, documentation workflows, and planning for conferences and events, ensuring seamless project execution.
- Led the automation of the full sales funnel using PandaDocs, ClickFunnels, chatbots, and Trello—boosting operational efficiency and scalability.

Graphic Designer/Website Designer

Xacta Printing • 12/18-5/19

- Monitored and analyzed web analytics to inform and optimize design and marketing strategies, driving performance improvements.
- Designed print-ready artwork using Adobe Illustrator for a variety of materials, including business cards, magazines, flyers, apparel, and menus, ensuring brand consistency and visual impact.
- Responded to customer inquiries via email and social media, maintaining a consistent brand voice and ensuring a positive user experience.
- Developed cohesive design packages to support brand initiatives, differentiate offerings, and drive sales across both digital and print platforms.
- Generated digital assets optimized for both online use and high-quality print production.
- Oversaw end-to-end print production—including template design, layout, screen printing, and vinyl work—ensuring quality and consistency from concept to final product.

Associate Publisher • Graphic Designer • Photo Editor

Sierra County Sentinel | GPK Media • 09/14-11/18

- Designed engaging, brand-consistent visual content for print and digital platforms, increasing audience engagement and brand recognition.
- Maintained and updated website layout, templates, and digital content weekly, ensuring timely publication and user-friendly design across platforms.
- Created cohesive corporate branding through logo, letterhead, and marketing collateral design, enhancing client identity and consistency.
- Submitted design proofs for approval under tight newspaper deadlines, ensuring high-quality standards and accurate publication.
- Led layout and visual design for newspaper issues, tributes, and magazines, balancing editorial clarity with compelling visuals.
- Coordinated closely with the sales team on ad design, photo editing, and proofing to align advertising goals with editorial layouts.
- Scheduled and managed social media content for both the publication and over 50 advertising clients, extending brand presence and reach.
- Proofed and edited full newspaper content before print production; created and uploaded digital editions and featured stories for online access.
- Participated in industry workshops and design conferences to stay current on design trends, tools, and publishing best practices.
- Built and maintained relationships with media partners and distributors to support marketing and publication initiatives.

PREVIOUS EDUCATION

Java Full Stack Certificate

Genspark

2022

The Ohio State University

Biology

- Completed Undergraduate Research studying the cave spider *Meta ovalis*, presented research findings at the University's undergraduate research forum the Denman in addition to a branch campus.

Metro Early College High School

High School Diploma, Class of 2010



SKILLS

- Website Design
- Prototyping/Wireframing
- Figma
- HTML, CSS, JavaScript
- Strong interpersonal skills
- Design Systems
- Strategic Decision Making
- Visual Design/Layout
- Complex Problem Resolution
- Zeplin
- Java (beginner-intermediate)
- Accepting & Providing Constructive Feedback
- Adobe Creative Suite
- Mentoring/Training
- Collaboration
- Information Architecture
- WordPress, Squarespace, Shopify, Wix, Webflow, etc.

AWARDS

First Place Retail Advertisement - New Mexico Press Association, Weekly Newspaper Class II

First Place Supplemental & Special Sections - New Mexico Press Association, Weekly Newspaper Class II
- Created a Veterans' Tribute to honor local vets, published yearly on Veterans' day.

Second Place Classified Section - New Mexico Press Association, Weekly Newspaper Class II

First Place Design & Typography - New Mexico Press Association, Weekly Newspaper Class II