Ted Casper

theodore.casper@gmail.com
yellowroseINC.com
315.529.5064

Ted is a multidisciplinary UX designer who enjoys working in print as well as the interactive space. He loves nothing more than coming up with ways of interacting in the digital space that put the fun in functional design.

Career History

Senior UX/UI Designer @ Innovative Software Solutions - Charlottesville, VA

MAR 2021 – Present

- Worked directly with development teams to ensure proper handoff with designs.
- Presented prototyped designs to internal and external stakeholders.
- Conducted user research on behalf of clients with the intent of improving and iterating upon designs

UX/UI Designer @ Raymour & Flanigan - Liverpool, NY

MAR 2018 – MAR 2021

- Design, motivate, build and support the User Experience working with project managers,front-end developers, web designers, business analysts and business unit owners.
- Designing POS Sales applications, and conducting field research on how sales associates interact with technology.
- Working with developers to move legacy applications to a more modern web-based UI solution.
- Conducting user research within Qualtrics and Quantium Metrics to determine customer pain-points within the e-commerce experience.

Graphic User Interface Designer @ Spectrum News - Syracuse, NY

JUL 2014 – MAR 2018

- Oversaw and defined a user interface style guide for all of Time Warner Cable News products.
- Developed wireframes, prototypes, conceptual illustrations and interactive designs.
- Managed UX issues throughout development process.
- Designed websites responsively to provide 508 compliant viewing experience across multiple devices.
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Associate Digital Art Director @ Match Marketing group - Norwalk, CT

OCT 2012 - DEC 2013

- Developed websites, logos, print materials and presentations.
- Expanded on the visual language for several brands in their social presence.
- Designed interactive experiences for such brands as Absolut Vodka, Malibu, AZO, Culturelle, and CVS.
- Created new identities for Domino's Pizza, Hilton's Scout Program.

Education

State University of New York @ Oswego

DEC 2008 - BFA in Graphic Design

Software Proficiency

Adobe

- Photoshop
- Illustrator
- InDesign
- After Effects

Prototyping

- Sketch
- Figma
- InVision

Languages

- HTML
- CSS

Other

- Final Cut Pro
- MS Office