DEVIN CASKIE
Product Designer

✉ devincaskie@gmail.com

☎ + 571 246 2353

🌐 www.devincaskie.com
pw: Design2024

SUMMARY

Through my career, I have gained a strong grasp on the product design process end-to-end and am well-versed in working cross-functionally across multiple platforms. I enjoy creating streamlined and intuitive experiences for users based on their needs while still keeping the business goals in mind. Lately, I have begun dipping my toes into management, and am loving it!

EDUCATION

Rochester Institute of Technology

Rochester, New York

BFA in New Media Design & Imaging
2009 - 2013 | Magna Cum Laude

Minor in Psychology

ORGANIZATIONS

Mensa International

Member

2011 - Present

WORK EXPERIENCE

Freelance | New York, NY

Freelance Product Designer | Oct 2022 - present

- Working with small businesses to redesign their websites
- Conceptualizing and creating websites for new businesses
- Building and updating sites on WordPress

CNN | New York, NY

Staff Product Designer (lvl 5) | Feb 2021 - Aug 2022

- Design Lead for User Management on the CNN+ Product Growth team, working on authentication, subscription, settings, and profile pages across all platforms
- Design representative on the CNN+ Hiring Team
- Hired and managed two 2 full-time interns
- Completed a multi-week course of management training
- Co-leader of the Mentorship Squad

Senior Product Designer (lvl 4) | May 2019 - Feb 2021

- UX and visual design for the CNN Digital Core News product across native apps and web
- Sole designer for the Relevance & Discovery teams, where we worked to help users discover new content while also serving news that aligns with their interests and behaviors
- Lead design sprints with multiple teams
- Established, executed, and maintained a design system
- User testing directly through on-site interviews with users and by testing of prototypes lead by an unbiased proxy
- Testing the live product for continual improvements
- A/B testing with the Data and Analytics team and Usertesting.com

Showtime Network | New York, NY

Product Designer | May 2018 - May 2019

- Designed a new sports streaming app for Showtime
- UX design for the Showtime home and show landing pages across 16 different platforms
- Extended and maintained the design system
- Iterated based on metrics, stakeholder feedback, & testing
- User testing off-site, iterating on the fly before each round
- A/B testing in conjunction with the Data and Analytics team

Viacom | New York, NY

Product Designer | May 2016 - May 2018

- UI/UX design for the Viacom Global Entertainment Group [MTV, CMT, Paramount Network, Comedy Central, VH1, Logo] focused on the Events & Specials platforms and MTV News
- Created and implemented a design system to work across multiple brands and platforms for live-streaming events
- Design for international sites in multiple languages
- Defined interaction details through prototypes

iHeartRadio | New York, NY

Product & Marketing Designer | Feb 2014 - May 2016

- Worked with a UX lead FE dev to redesign the web platform
- End-to-end design, collaborated with designers and cross-functional partners on developing new features for the site
- Developed a modular system for all types of profile pages
- Created pitches and prototypes for new mobile features
- Worked with the marketing team to create festival design, evergreen campaigns, promotional materials, radio station logos, web graphics, etc.