Casey M Addy

User experience and accessibility evangelist

Casey is a collaborative and energetic user experience designer who believes in harnessing the power of the human spirit to improve the world. As a user experience and accessibility evangelist, he continuously finds opportunities to improve how people interact and use technologies to make the world a better place.

Experience

UX Specialist

Sandia National Laboratories (via AIS), 2015-present

- Provide design direction and user research for five product teams
- Utilize style guide to create common experiences for users across multiple devices and locations
- Provide input into intranet style guide and user experience standards
- Provide design feedback and guidance to web designers
- Design and develop prototypes used for usability testing and design guidance
- Conduct usability testing and provide recommendations for improving products
- Champion accessibility and mobile-first design
- Verify product implementations and capture defects

Interface Design Specialist

State Farm (via Blackwell Global Consulting), 2012-2015

- Provided design direction for seven product teams
- Utilized style guide to provide common experiences for users of multiple products across any device
- Modeled user experience workflows from initial concept to pixel-perfect screen mockups
- Provided input and feedback into style guide
- Mentored and assisted fellow designers with design direction, usability feedback, and accessibility considerations
- Provided research goals and prototypes to usability team
- Provided design specifications and content to development teams
- Verified product implementations and capture defects

Contact

📞 (203) 537-4480

✉ caseymaddy@gmail.com

🖥 caseymaddy.net

Education

MS, Human-Computer Interaction/design

Indiana University, 2010

BS, Electronic Media, Arts, and Communication

Rensselaer Polytechnic Institute, 2008

BS, Computer Science

Rensselaer Polytechnic Institute, 2008

Experience Designer

Lexmark International (via AeroTek), 2010-2012

- Provided design direction for five agile development teams across the world
- Created common experiences across multiple generations of printers with differing screen sizes
- Provided research goals and prototypes to usability team
- Partnered with visual design and firmware teams to create new interactions for printers
- Utilized style guide to unify touchscreen printer applications with the out-of-the-box experience
- Provided design guidance, specifications, and code snippets to developers in Flash and HTML5
- Verified product implementations and capture defects

Lead Web Designer

GameZombie.tv, 2009-2010

- Led design strategy and execution of GameZombie.tv
- Provided design guidance and specifications to developers and visual designers
- Conducted testing of design concepts to determine usability and feasibility of design directions
- Winner of two 2010 Student Webby Awards

Design Consultant

Hanapin Marketing, 2009

- Redesigned the information architecture and design of PPC Hero and SEO Boy

Associate Instructor

Indiana University, 2008-2010

- Consulted and provided guidance to students on topics related to interaction design and programming

Writing Consultant

RPI Center for Communication Practices, 2007-2008

- Advised students on how to improve their writing, design, and presentation skills

Key skills

Research methods

Affinity diagramming
Card sorting
Competitive analysis
Contextual design
Heuristic evaluation
Interviews
Journey mapping
Paper prototyping
Participatory design
Usability testing

Design tools and methods

Axure
Adobe Flash
Adobe InDesign
Adobe Illustrator
Adobe Muse
Adobe Photoshop
Balsamiq Mockups
HTML/CSS/JavaScript
Microsoft Office
Microsoft Visio
Pen and paper
PHP
Responsive web design
Sketching
Storyboarding
Wireframing
WordPress