



Cassandra Downs

cassandradowns.com

hello@cassandradowns.com

linkedin.com/in/cassandra-downs

instagram.com/cassandradowns

References provided on request.

Education

2022 - 2023

**Cert III in Conservation and
Ecosystem Management**

Holmesglen

2013 - 2015

**Bachelor of Communication Design
(minors in Game Design & Japanese)**

Swinburne University of Technology

2012 - 2013

Diploma of Commercial Arts

Commercial Arts Training College

Technical skills

- Native apps (iOS/Android)
- Web design
- HTML/CSS
- Copywriting & editing
- Publication
- Branding
- Illustration
- 3D Modelling
- Animation
- Game / Narrative design

Complimentary skills

- Stakeholder management
- Team leading
- Project management

Cassandra Downs is an Anglo-Australian and Stolen Generations affected woman raised on Wurundjeri Country in Naarm / Melbourne. She maintained an accomplished career in design until 2021, when she opted to take a break and focus on her ceramic art practice. In 2022, she transitioned into conservation and bush remediation, seizing a post-lockdown opportunity to reconnect with Culture and Country as an Aboriginal woman.

Now, in 2024, she is eager to reintegrate her diverse experiences into the design world, embracing new challenges and contributing to innovative projects with a focus on sustainable and accessible design.

Experience

May 2022 - Jan 2024

Ranger • Wurundjeri Woi Wurrung Narrap Rangers

Sep 2020 - Feb 2021

Senior UX/UI Designer (Android) • Coles Group

For this project, I served as Android lead in the complete re-skinning of the Coles App. In collaboration with the Apple UI designer, we conducted a comprehensive overhaul of every screen, ensuring alignment with modern design standards across both platforms. While retaining all existing functionality, our emphasis on UI enhancements and accessibility improvements markedly elevated the user experience.

As an Android specialist, I leveraged my platform expertise to maintain a robust working relationship with the development team, ensuring smooth integration of design elements and timely project completion. Effective stakeholder management was pivotal to our success, as daily engagement with stakeholders enabled us to align design objectives with business goals and user needs effectively.

Nov 2018 - Jun 2019

Design Lead (Web) • National Australia Bank

In this position, I led the development of a new design system for nab.com.au. This involved overseeing a team of designers and collaborating with various business units to ensure consistent design practices across the organisation. The outcome was the creation of a practical style guide, rooted in code for accuracy.

My day-to-day activities included hands-on design work, managing stakeholders, and refining processes, particularly in terms of software integration and developer handover.

Mar 2016 - Nov 2018

User Interface Designer • Arq Group (previously Outware Mobile)

Jan 2015 - Jun 2015

Graphic Design Intern • Cato Brand Partners

Dec 2012 - Dec 2013

Digital Designer • PN Digital