
Adam Cassidy Senior Product Designer

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Experience

Senior UX Designer | WEX Sep 2023 – Present

- **Lead design strategy and direction for Corporate Payments**, overseeing the WEX Business Payments (WBP) web app and auxiliary product initiatives.
- **Bridge design and engineering, utilizing Cursor** to architect a code-based demo app of WBP for sales presentations and stakeholder alignment.
- **Partner with Product and Engineering teams on roadmap planning and backlog prioritization**, while managing junior designers and supporting hiring.

UX Designer | WEX Apr 2021 – Sep 2023

- **Led the end-to-end WEX Business Payments web app redesign**, simplifying complex B2B workflows across card issuance, payment processing, reporting, and account management.
- **Architected the foundation of the WEX Design System in Figma**, building the core component library from the ground up to ensure enterprise-wide visual and technical consistency.

UI/UX Design Mentor | Springboard Nov 2020 – Jun 2023

- **Mentored aspiring designers over 250+ calls**, providing design critiques, portfolio strategy, and career guidance—including one mentee hired at WEX.

UX/UI Designer | KeyBank Aug 2020 – Apr 2021

- **Designed end-to-end user flows and prototypes for consumer banking**, partnering with product teams to navigate complex financial compliance while contributing foundational components to the Key Design System.

Graphic Designer | The Ohio State University Jan 2016 – Aug 2020

- **Managed end-to-end creative work for key varsity athletic programs**, art directing photoshoots and designing assets including team posters and magazines, recruiting materials, apparel, and large-scale facility graphics.

Design Associate | Tavistock Group Jun 2014 – Jan 2016

- **Designed brand and marketing assets across a global luxury portfolio** of real estate, hospitality, and restaurant brands, including leading design for the 2015 PGA Tour Hero World Challenge in Albany, Bahamas.

Graphic Design Intern | Walt Disney World Jun 2013 – Jun 2014

- **Designed internal and guest-facing communication materials** across park operations and events, employee benefits, and safety initiatives for 90,000+ Cast Members, aligning with world-class enterprise brand standards.

Education

Thoughtful

UX/UI Design Bootcamp
2020

Miami University

Bachelor of Fine Arts (BFA)
Graphic Design
2008 – 2013

Skills & Tools

Product & Strategy

- Systems Thinking
- Information Architecture
- User Research & Testing
- Roadmapping

Design & Code

- Figma (Advanced)
- Interactive Prototyping
- Generative AI Tools
- Cursor & GitHub
- HTML/CSS & Tailwind

Design Systems

- Tokens & Variables
- Component Architecture
- Documentation
- Governance

Leadership & Ops

- Mentorship
- Stakeholder Management
- Interviewing & Hiring
- Google Workspace
- Jira & Confluence
- Analytics & Pendo