



# Marc J Cassata

EXPERIENCE LED  
GROUP CREATIVE DIRECTOR



/ 516.982.6752



/ MARC.CASSATA@GMAIL.COM



/ QUASAT.COM



/ MARCCASSATA



/ NEW YORK, NEW YORK

## SUMMARY

I am an **Experience-Led Creative Director** with a deep expertise from working with various **US & Global Fortune 500 companies**, and a unique focus on being an innovative and articulate collaborator in the **banking and finance industry** as well as the **pharmaceutical and healthcare industry**. As an innovative leader, I provide clear solutions to complex problems, develop successful design teams, mentor a designers growth, and craft designs that meet customer needs and client desires.

## SKILLS

- Cross-Functional Team Direction
- Experience Creative Direction and Strategy
- UX, Visual, UI, and IX Design
- Design System Inception and Governance
- Storytelling and Content Design
- Prototyping and Model Development
- Client and Project Management
- Sales and Business Development
- Budget, Expense, and Project Planning
- Growth and Promotion of Talent
- Accessibility and Inclusive Design

## EDUCATION

**Parsons School of Design** New York, NY  
BFA / Communication Design / Cum Laude

## ACCOLADES

Title sequence design was featured in the book **Moving Type** (Bellantoni / Woolman) as an best case of excellence in conceptual design.

Access to the **Secure Complete Portfolio** available upon request.

## EXPERIENCE

**Sabbatical** New York, NY // **Caretaker, Journalist, and Author** // August 2023 — Current

- Caregiver for my son, who was diagnosed with B-Cell Acute Lymphoblastic Leukemia (B-ALL) in August 2023.
- Authoring the book of my son's cancer story and my journey as his caretaker from a distinctive perspective by collaborating with healthcare professionals to gain an understanding of the B-ALL treatment process

**Designlab** New York, NY (Remote) // **Student Mentor & Design Educator** // August 2022 — August 2023

**Rightpoint, A Genpact Company / MERGED WITH TANDEMSEVEN** New York, NY (Remote and Onsite)

**Group Design Director - Visual Design** // April 2020 — October 2022

- Oversaw the visual design team contributorily responsible for approximately \$25MM in revenue from the financial industry vertical by focusing on staffing based on specialized skill sets, and by creating delivery standards as well as emphasizing transparency illustrating the teams personal goals.
- Directly managed the full core legacy Tandemseven Experience Design Team (30+ staff) through the merger with Rightpoint and provided team insight and analysis to C-Level / Design leadership in leveling and staffing.
- Personally managed design directors (5+ staff) who were all deservedly recognized and promoted for their successes by authoring 3,500+ word employment reviews detailing their work and leadership efforts all the while ensuring they were fulfilled and challenged in their creative endeavours and client engagements.

**IN SERVICE OF J.P. Morgan, State Street, Numerated, American Axle, Nuance, GSK, & Otsuka**

- Directed a team in successfully recreating a small business loan management platform by prioritizing "concept isolation" for the initial design, therefore avoiding visual and UI influences from the original, out-of-the-box toolkit, thus delivering a highly versatile and "unique to them" platform.
- Created a new design system for a currency trading platform for a U.S. Financial Services company by adjusting the brand to work with the complex details of a data heavy application, which led to it being honored as the Best Foreign Exchange Trading Platform in the Financial News Excellence Trading & Tech Awards 2023.

**Tandemseven, A Genpact Company / FORMERLY TANDEMSEVEN, LLC** New York, NY (Remote and Onsite)

**Creative Director - Visual Experience Design** // July 2018 — April 2020

- Managed the visual design team contributorily responsible for approximately \$22MM in yearly revenue by staffing talent based on skill and by collaborating at all steps in the design process to ensure smooth delivery.
- Promoted 3 times over 7 years for exceptional design work, quality leadership, and exceeding company goals.
- Led design staffing and project planning meetings, providing quick solutions for complex staffing decisions.
- Designed and built a new sales design presentation by advancing the HTML, CSS, and JavaScript which resulted in landing an initial engagement at a long-sought after U.S. National Retail Bank.
- Collaborated with Genpact business leaders to support experience led sales by educating on the value of UX design which led to an average of 3 new established client engagement relationships annually.

**IN SERVICE OF Bridgewater, Equitable, Wilmington Trust, Bank of America, RBS, & GSK**

- Creative leader of the Genpact "tip-of-the-spear" team in delivering a U.S. hedge fund employee experience and set standards in excellence through research and consistency driving \$300MM+ revenue partnership.
- Directed the e-commerce experience design for a historic, reintroduced investment brand, and contributed to the foundational design system of 1,500 pieces of branded material, all within the court-appointed spinoff date.

**Principal Visual Designer** // July 2014 — June 2018

**IN SERVICE OF Merrill, Fidelity, Goldman Sachs, Point 72, Conning, Morgan Stanley, & GSK**

- Designed, prototyped, and helped establish a product vision for a dark pool trading app by focusing on simple, small-scale usability, which led to more than 7.7 billion shares worth \$536BN traded in its first five years of use.
- Created a design system and built multiple prototypes while providing development support for 12 investment applications at a large U.S. hedge fund in a 10-week timeframe by establishing a "systems" way of thinking.
- Designed a branded multi-platform customer experience and responsive design for a global investment management firm which was widely adopted and is still used as their brand foundation for 8 years running.

**Lead Visual Designer** // July 2012 — June 2014 // **IN SERVICE OF Bank of America & J.P. Morgan**

**Senior Visual Designer** // January 2011 — July 2012 // **IN SERVICE OF J.P. Morgan**

// **PRIOR TO 2011**

**Unit 7, LLC + Independent Consulting** New York, NY (Remote & Onsite) // **Consulting Digital Art Director**

**IN SERVICE OF Bristol-Myers Squibb, AstraZeneca & Pfizer + ClairolPro, Marriott, & Discover Magazine**

- Designed a nutrition and activity tracker prototype for Onglyza by focusing on the uniquely specific user needs of diabetes patients, and led the user testing of said prototype to further connect with diabetes patients.

**Abstract Edge** New York, NY (Onsite) // **Senior Web Designer and Art Director**

**IN SERVICE OF ClairolPro, Vera Wang, Marriott, Loews Hotels, Capcom, Atkins, & Canyon Ranch**