Marc J Cassata

CREATIVE DIRECTOR

CREATIVE LEADERSHIP / EXPERIENCE DESIGN
BRAND SYSTEMS / ENTERPRISE DIGITAL PRODUCTS

/ 516.982.6752
/ MARC.CASSATA@GMAIL.COM
/ QUASAT.COM | Private Portfolio Access
/ MARCCASSATA
/ NEW YORK, NEW YORK

SUMMARY

Accomplished **Creative Director** leading multidisciplinary design, visual experience, and digital product teams across healthcare, pharma, financial services, consumer brands, sports, gaming, and complex enterprise ecosystems. Progressive leader known for bringing clarity to complexity, building thriving teams, mentoring talent, and creating impactful customer-centered experiences.

CORE SKILLS

- Creative Direction
- Experience Design (Visual / UX / UI / IXD)
- Design Leadership
- Brand Ecosystems & Visual Systems
- Team Leadership & Mentorship
- Product Design
- Design Systems
- Product Strategy & Experience Leadership
- Gaming, FinServ & Interactive Platform Design
- Digital Experience Strategy
- Healthcare / Pharma Experience
- Consumer, Enterprise & Interactive Platforms
- Stakeholder Management

EDUCATION

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

RECOGNITION

Featured in the book ***Moving Type*** (Bellantoni / Woolman) as a best-in-class example of conceptual motion design.

PROFESSIONAL EXPERIENCE

Handpicked Health New York, NY // **Consulting Creative Director & Designer** // July 2025 — July 2026

- **Led development of new healthcare brand identity** and scalable brand system informed by competitive analysis, market positioning, and experience design principles.
- Created enterprise marketing and sales collateral supporting internal alignment and business development.
- **Designed and authored a 40+ page Brand Book** that established the rules of the new brand and its typographic, color, iconographic, photographic, and foundational user experience elements.
- Extended the brand to client microsites that detailed Handpicked Health's healthcare offerings for employees.

Healthcare Sabbatical New York, NY // **Caregiver & Writer** // August 2023 — Current

- Provided full-time family caregiving during pediatric B-ALL cancer treatment.
- Documented treatment journey and authored educational storytelling related to emerging B-ALL Blina immunotherapy care which was featured in St. Baldrick's Foundation's Blog.

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

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

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

- Directed visual design leadership and managed 30+ UX staff through merger integration supporting an **approx. $25MM FinServ revenue organization**, advising C-suite/design leaders on talent strategy, leveling, and staffing.
- **Led and developed 5+ Design Directors** through performance coaching, talent planning, and executive leadership reviews, contributing to multiple promotions and advancement outcomes.

CLIENTS: **J.P. Morgan, State Street, Numerated, American Axle, Nuvance, GSK, & Otsuka**

- Directed redesign of enterprise lending platform using "concept isolation" methodology to deliver differentiated, scalable user experience architecture.
- Created a new currency trading platform for a U.S. FinServ company by adjusting the brand to work with complex data, which **won Best FX Trading Platform at the 2023 Financial News Trading & Tech Awards**.

Tandemseven, A Genpact Company / FORMERLY TANDEMSEVEN, LLC New York, NY

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

- Managed the visual design team contributorily responsible for approx. **$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.
- 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.

CLIENTS: **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 a $300MM+ revenue partnership**.
- Directed the e-commerce experience design for a historic, reintroduced investment brand, and contributed to the **core design system of 1,500 pieces of branded material**, all within the court-appointed spinoff date.

Principal Visual Designer // July 2014 — June 2018

CLIENTS: **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 $536B 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 over a decade**.

Lead Visual Designer // July 2012 — June 2014 | **Senior Visual Designer** // January 2011 — June 2012

PRIOR TO 2011

Abstract Edge & Independent Consulting New York, NY // **Designer & Art Director**

CLIENTS: **BMS, AstraZeneca, Pfizer, ClairolPro, Vera Wang, Marriott, Capcom, Atkins, & Discover Magazine**