

Cassie Cheng

Brand Designer / Creative Director / B2B SaaS

Hands-on Design Director driving B2B SaaS branding and storytelling for high-growth tech, pairing creative leadership with execution across design systems, visual storytelling, web, product, executive experiences, and AI workflows.

cassiecheng.com

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510.408.6643

Head of Creative + Principal Designer

Dremio Corporation

2022 – 2026

- Principal creative hire at a 500+ employee startup. Built and scaled the creative function from the ground up, leading brand, web, and events while supporting company wide communications.
- Defined and executed a unified, scalable brand vision across launches, campaigns, digital experiences, and flagship initiatives. Established visual governance and design systems across all customer touchpoints.
- Led end to end website redesigns to support evolving leadership needs, optimizing UX/UI and brand expression while driving measurable increases in engagement and conversion across 50+ pages.
- Owned branding for a global flagship conference and annually produced 500+ pages of executive keynote content for C suite and partner audiences under aggressive, multi time zone deadlines.
- Led cross functional collaboration with executives, product, marketing, clients, contractors, and agencies, aligning design initiatives with business objectives while remaining hands on.
- Scaled creative output while delivering high quality, metrics driven work through rapid growth, reorganizations, and global expansion.

Art Director

Paradowski Creative

2019 – 2022

- Directed and executed creative campaigns and brand initiatives for national and regional clients across finance, food, agriculture, and public services, shaping visual identity and messaging
- Collaborated closely with cross-functional teams to build brand presence in emerging Missouri industries, including cannabis and AR/VR, while driving concept-to-execution design

Freelance Designer

cassiecheng.com

2017 – 2022

Experience across real estate, agriculture, tech, retail, nonprofit events, music, breweries, and cannabis. Selected clients include NPR, TED Radio Hour, Good Grit Magazine, and Modern Brewery

Skills

Brand Design & Strategy
Visual Identity Systems
Art Direction & Creative Leadership
B2B SaaS & Product Marketing Design
Web Design & UX/UI
Campaign & Launch Creative
Executive & Keynote Design
Cross Functional Collaboration

Tools

DESIGN

Figma · Adobe Creative Suite:
Illustrator · InDesign · Photoshop
After Effects · XD · LottieLab

WORKFLOW

AI Assisted Design & Creative Automation:

ChatGPT · Claude
Google AI Studio · Figma Make

EDUCATION

University of California, Los Angeles (UCLA)

Bachelor of Arts
in Anthropology

The Creative Circus

Certificate in Visual Design