

Cassie Cheng

Brand Designer / Design Director / B2B SaaS

Hands-on Design Director with extensive high-growth B2B SaaS experience, leading brand, campaigns, and digital across web, product, and events, delivering high-quality outcomes through strong execution and AI-enabled 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 0→1, defining brand, web, and event experiences from scratch while supporting company-wide communications.
- Continued into 1→N by expanding, refining, and scaling those systems across launches, campaigns, digital experiences, and flagship initiatives
- 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 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