

CASI FLEISCHMAN

As a UX Designer, I focus on crafting intuitive, enjoyable experiences that connect with users on a human level. My work in the lottery sector, particularly in loyalty clubs and drawing systems, has honed my ability to design for engagement, retention, and trust.

EXPERIENCE

UX/UI DESIGNER, SCIENTIFIC GAMES, REMOTE – AUG 2022-PRESENT

Designing loyalty clubs, promotion drawing systems, and POS systems that are customized for clients across the world. Played a critical role in our team's most recent launch which facilitated over \$1.5 million worth of lottery product entries in the first 3 days.

CX DESIGNER / RESEARCHER INTERN, SOVOS, REMOTE – MAY 2022 - AUG 2022

Assisted lead designers create internal-facing design deliverables that define Sovos's products and users for cross-departmental employee onboarding.

PRODUCT DESIGN VOLUNTEER, SOMO AFRICA, REMOTE – APR 2022 - AUG 2022

Revamping the company's website to better communicate company goals.

SR. OPHTHALMIC PHOTOGRAPHER, CLINICS ACROSS TN/FL – 2014-2022

OCT, Fundus Photography, Fluorescein Angiography, Medical Research, Patient-care

MEDIA & DESIGN INTERN, UNIVERSITY HOSPITAL, CARDIFF WALES – SUM 2013

Multi-disciplinary imaging intern. Trip overseas funded by BioCommunications EFFE Grant.

IMAGING RESEARCH INTERN, YALE UNIVERSITY, NEW HAVEN, CT – SUM 2012

Studied and collected spinning disc confocal microscopy data on RPE cells for cancer research. Data later used in a grant proposal to DARPA.

EDUCATION

RIT – BS BIOMEDICAL PHOTOGRAPHIC COMMUNICATIONS - PSYCHOLOGY
CONCENTRATION, - GRAD 2014

GOOGLE – UX DESIGN BOOTCAMP, - GRAD 2022

SKILLS

End-to-end digital product design, design systems, collaboration across multiple teams, stakeholder presentation, rapid prototyping, development hand-off, quality assurance

ACCOLADES

Guest speaker for Google x Coursera, Invited to discuss impact with the Head of Google Technical Bootcamp Programs based on my merit and success within their program.

3 Image Publications in Scientific Magazines