

Cassandra Desrosiers, M.S.

Senior Product Designer, Growth Strategy & AI-Enabled Systems

Boston, MA • 617-633-1471 (cell) • cassandra@desrodigital.com • in/cassandradesrosiers • Portfolio: cassandradesrosiers.com

Lead Product Designer with 7+ years of experience designing scalable products, design systems, and AI-enabled workflows across Home Depot's retail media business. Combines systems thinking, product strategy, and UX to simplify complex workflows and accelerate delivery. Trusted partner to cross-functional teams and executive leaders, driving measurable business outcomes for high-impact initiatives, including \$300M+ in self-service ad growth over 2 years.

PROFESSIONAL EXPERIENCE

The Home Depot, Orange Apron Media (OAM)

Remote

Lead, Creative Product Solutions, Creative Marketing

Oct 2025 - Present

- Lead the redesign of Jasper native infrastructure using UX first principles to enable scalable, on-brand content
- Develop high-impact pilot strategy with user research, testing, and stakeholder alignment in 10 week turnaround
- Build AI governance standards to prepare for scalable AI adoption, increasing content speed-to-market by 30%
- Drive AI platform adoption through training enablement for Creative Marketing department of 1200 employees
- Lead discovery and early-stage testing on generative AI partnering with Adobe to re-build 8 creative workflows

Product Design Strategist, Creative Strategy, OAM In-House Agency

Sep 2023 - Oct 2025

- Scaled reusable UX patterns for ads adopted by 2,000 suppliers, cutting campaign launch timelines by 4 weeks
- Redesigned self-service advertiser workflows by simplifying campaign creation increasing ad approvals by 57%
- Led agile delivery of 18 product UI initiatives, aligning Product, Engineering, Marketing, and Creative teams
- Delivered insights with Power BI that informed 6 months of product priorities and design system investments
- Scaled AI-enabled chatbot tool for workflow automation increasing access to design system for 50+ associates

Product Designer, Self-Service Ad Platform

Jun 2021 - Sep 2023

- Owned UX for pilot self-service platform consistently enabling 800+ advertisers to launch effective campaigns
- Standardized 12 customizable templates within design system to improve scalability and WCAG accessibility
- Partnered with software engineers to deliver 10 agile product enhancements improving advertiser experience
- Created educational and support materials quarterly increasing adoption and platform usability for advertisers
- Built the strategy and standards for supplier-facing UX/UI experiences, scaling self-service to \$300M in 2 years

UX Designer, Online Advertising

Jan 2019 - Jun 2021

- Built responsive design for ad creative across 12,000 campaigns ensuring consistent cross-browser performance
- Automated dynamic banner experiences using data feeds, reducing manual production for 100% of campaigns
- Raised implementation quality through quarterly UX and code reviews, increasing display ad CTR by 25%
- Bridged design with engineering using HTML, CSS, and JavaScript to implement complex units 3 weeks ahead

TECHNICAL SKILLS

Product Design: End-to-End Product Design • Product Strategy • UX Research • Design Systems • Prototyping

AI: AI Workflows • Creative Automation • Jasper • Gemini • Copilot • Claude Code • Dovetail • MCP Servers

Tools: Figma • Adobe Creative Suite • HTML5 • CSS3 • JavaScript • Power BI • Git/GitHub • WCAG standards

EDUCATION

Northwestern University

Remote

M.S., Information Design & Strategy

Mar 2026

The Creative Circus

Atlanta, GA

Certificate, Creative Technology

Sep 2018

Bates College

Lewiston, ME

B.A., Sociology and French

May 2014