

Hello there.

I am
Cassy Rowe, Interaction Designer.

I currently work at Trulia creating interactive mobile experiences. [Resume](#) (pdf)

I have a B.S. in MIS & Entrepreneurship and a Masters in Human Factors/HCI.

I have past experience in tech support and web development.

This skill and experience combination gives me a keen understanding of the complexities of design challenges.

[What I Can Create](#)

[How I Work](#)

[My Skills](#)



Cassy Michelle Rowe

Welcome to my world

[Talk To Me](#)

[Read My Blog](#)



Lastest Funny :: Viagra Advertising

The boss of a Madison Avenue advertising agency called a spontaneous staff meeting in the middle of a particularly stressful week. (This is one pretty sharp boss!) When everyone gathered, the boss, who understood the benefits of having fun, told the burnt out staff the purpose of the meeting was to have a quick contest.

The theme: Viagra Advertising slogans. The only rule was they had to use past ad slogans, originally written for other products that captured the essence Of Viagra. Slight variations were acceptable.

[... read it all](#)

Bay to Breakers 2007 :: 05-26-07

[view all photos](#)



Fav Sites

[HomestarRunner.com](#)

[ReadWriteWeb.com](#)

In a nutshell...

I'm working on my graduate degree and working full-time.

Kay
Fitness



- > About 'eyes closed'
- > About Kay Quatraro
- > Testimonials
- > Purchase

A Yoga Program Designed for All Fitness Levels !

Kay Quatraro created **eyes closed** in response to the many requests she received from her class participants an *Miraval Life*. Kay's objective was to provide a means for everyone to experience the benefits of yoga in the privacy of their own home through true relaxation.

- > "I love eyes closed. I use this CD everyday of my life and I feel so rejuvenated and relaxed afterwards. It changed my life"
-- *Happy Customer Testimonial*

featured cd

- > **eyes closed** is a 50 minute yoga experience that wil increase your flexibility, relax and energize your mind and body and perhaps lead you to a place of peaceful meditation.



Buy Now

■ Welcome. Below you will find a brief overview of my experiences as a user experience architect, my education and the technical skills I have developed. If you would like more information, please review my [resume](#), [portfolio](#) or send an email to pro@cassyrowe.com.

Home

Experience ::

- Contextual User Interviews
- Survey Research
- Focus Groups
- Local/Remote Lab Testing
- Heuristic Reviews
- Requirements Gathering
- Feature Lists
- Process Flow Diagrams
- Site Maps
- Scenarios
- Storyboarding
- Schematics
- Prototyping (Low-Fi & HI-Fi)

Education ::

M.S. in Human Factors
San Jose State University
December 2006
GPA: 3.7

B.S. in Business Admin
University of Arizona
December 2003
Majors: Management
Information Systems and
Entrepreneurship
GPA: 3.5

Technical Skills ::

- Adobe Acrobat, Photoshop, Illustrator, InDesign
- Dreamweaver, Fireworks, Morae
- MS Visio, Project
- MS Office
- OmniGraffle
- Mac and PC Proficiency
- HTML, CSS, DHTML
- Javascript
- MySQL
- PHP, ASP