

## FSA Training Conference

### Speaker Bio

Session: BO25. We're Listening: How FSA is Using User Experience (UX) Research to Inform its Products and Services

## Sean Cassidy

*Lead UX Designer, Student Experience and Aid Delivery (SEAD)*

Sean Cassidy is a lead user experience (UX) designer within Federal Student Aid's (FSA) Product Design Group, which oversees design and user research projects for the Digital & Customer Care (DCC) program. One of his primary responsibilities is to manage FSA's user research efforts, which include activities like usability testing with parents, students, and borrowers and helping to ensure FSA's products are human-centered.

With more than five years' experience in UX, Sean started his career at the Federal Reserve doing UX design and research work, where he began his journey helping the government produce services, applications, and processes while advocating for users. Sean obtained his Bachelor of Science degree in Media Arts and Design from James Madison University and earned a Master of Science degree in User Experience Design and Information Sciences from Kent State University.

