

# CHRIS COREY

U X L E A D E R

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[WWW.UXIT.CO](http://WWW.UXIT.CO) (Pass: UXD)



LAS VEGAS, NV.



## EDUCATION

BACHELOR OF SCIENCE  
PSYCHOLOGY

SUNY Empire State  
2007-2009

ASSOCIATE OF APPLIED SCIENCE  
COMPUTER GRAPHICS

Tompkins Cortland College  
1996-1997

COURSEWORK  
ILLUSTRATION

Pratt Institute  
1994-1996

## SKILLS

### >> LANGUAGES

HTML 5

CSS 3

jQuery

PHP

## PROFILE

UX leader with 15+ years of experience blending research, design thinking, and a strong visual aesthetic. Skilled at uniting psychology, design, and technology to create intuitive, empathetic solutions for complex problems.

## PROFESSIONAL EXPERIENCE

### WESTERN DIGITAL

#### Senior Manager of UX - Irvine, CA. / 2020 - Present

- Manager and Creative Director for Western Digital's UX design organization, overseeing the company's global web presence. This includes B2C and B2B eCommerce which grossed ~\$24M in revenue and 5M unique visits this quarter.
- Developed and implemented a comprehensive UX design strategy, aligning product vision and business objectives resulting in a 21% increase in overall user satisfaction (CSAT) this year.
- Develop and nurture a high-performing design team, strategically building bench strength through talent development and continuous improvement initiatives.
- Efficiently manage a high volume of projects across diverse disciplines which include UX engineering, user testing, visual design, photography, and video.
- Organize and lead ideation workshops, stakeholder reviews, pitches, creative reviews, daily standup meetings, team building events, and more.
- Championed a user-centric culture across the organization, impacting company-wide approaches and procedures.
- Created an AI strategy and roadmap, while integrating it into creative workflows to drive efficiency and self-sufficiency.
- Led the creative for a major brand spin-off, designing the site, visual system, and Figma workflows to establish a distinct identity while leveraging shared infrastructure.

#### UX Design Lead

- Promoted to oversee all design projects, simultaneously mentoring and recruiting new designers to enhance team capabilities and drive success.

#### Senior UX Designer

- Founding member of the Irvine UXD team responsible for creating an extensive design system and numerous other revenue driving projects. This includes a checkout redesign that generated over \$1.2M of incremental YOY revenue in the first 3 months.

## SKILLS

### >> SOFTWARE

Figma

Adobe XD

Anima

Photoshop

Illustrator

UserTesting.Com

Userlytics

Adobe Marketing Cloud

Shopify

Google Analytics

Jira

## EXPERIENCE (CONTINUED)

### COMPLETE NUTRITION

*Consulting Creative Director - Omaha, NE. / 2019*

- One-year engagement to revitalize the consumer experience for Complete Nutrition, a leading dietary supplement company with over a dozen successful in-house brands; strong online presence; and 37 retail locations.
- As lead UX designer, directed creative strategy and managed graphic designers, revitalized corporate identity, built new Shopify eCommerce site and executed dynamic social media strategy.

### ORGAIN

*Director of UX - Irvine, CA. / 2016 – 2019*

- UX and digital design Lead for Orgain, a category leader in organic plant-based food products. Awarded Cleanest Packaged Food Award by Prevention Magazine.
- Played pivotal role in the conception of Orgain's DTC eCommerce sales channel.
- Led UX execution for diverse web experiences, including eCommerce on AEM, healthcare portal, B2B portal, blog, micro-sites, and landing pages.
- Owned UX optimization and personalization using Adobe Target and AEM.
- Directed software development partners on the implementation of user interface design to assure quality and adherence to design specifications.

### QUEST NUTRITION

● *Director of UX - El Segundo, CA. / 2013 – 2016*

- Directed digital design operations for Quest Nutrition, the 2nd fastest growing company in America with 57,000% growth in 3 years. In 2016 alone the company achieved over \$1B in total revenue, up from \$100M in 2014.
- Lead design initiatives for 40 new products, 20 marketing campaigns, and 10 content verticals and played pivotal role in the incubation of 8 brands.
- Hired, trained and lead a team of UI and visual designers.

● *Senior UX Designer*

- Incorporated UXD into software, product, and campaign development processes, fostering a user-centered culture throughout the organization.
- Created SOP's for the design process and acted as Liaison between the marketing and software development departments.

### IWMULTIMEDIA

*Founder & Creative Director - Los Angeles, CA. & Syracuse, NY. / 2008 – 2013*

- Maintained full responsibility for maximizing the long-term operating performance of a digital multimedia design firm while overseeing project team, directing and developing all design and research artifacts for desktop and mobile e-commerce, social network, and marketing-based websites and applications.