Chris Corey

UX & Product Design Leader | Design Systems | Growth Optimization

Contact

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Las Vegas

Portfolio

UXIT.CO

Core Competencies

- UX Strategy & Vision
- Design Systems & Governance
- Conversion Rate Optimization (CRO)
- Product Discovery Leadership
- Customer Journey Mapping
- Cross-Functional Leadership
- Roadmapping & Agile Delivery
- Accessibility Strategy (WCAG)
- Stakeholder Alignment & Executive Communication
- AI-Enhanced Design & Research Workflows

Design & UX Skills

- Figma
- Adobe CC
- InVision
- Miro
- UX Research
- Prototyping

Analytics & Optimization Skills

- Adobe Analytics
- A/B Testing Frameworks
- Usability Testing Platforms

Summary

Product design leader with 15+ years driving digital growth across enterprise and high-scale eCommerce platforms. Proven track record of building conversion-focused design systems, optimizing end-to-end customer journeys, and guiding cross-functional teams that drive measurable business results. Blends human-centered research, analytics-informed strategy, and technical fluency to create scalable, high-performance digital experiences.

Experience

- **WESTERN DIGITAL — Irvine, CA (Remote)**
  Senior Manager, User Experience Design (2021–Present)
  Lead UX Designer (2020–2021)
  Senior UX Designer (2019–2020)

  Lead UX strategy, systems development, and digital experience optimization across global B2C and B2B platforms supporting millions of users monthly.

  - Led multi-phase redesign of checkout and product detail flows generating $1.2M in incremental YoY revenue
  - Led UX modernization initiatives contributing to a 21% increase in overall customer satisfaction (CSAT)
  - Built and governed a scalable Figma design system supporting 5M+ monthly visitors, enabling cross-platform consistency and faster delivery
  - Directed cross-functional UX initiatives with Product, Engineering, Marketing, and Analytics teams, embedding UX priorities into company roadmaps
  - Established ongoing conversion rate optimization (CRO) program using analytics insights and usability testing to improve conversion performance
  - Built and scaled high-performing UX team through hiring, mentoring, and capability development
  - Integrated AI-assisted research synthesis, ideation, and rapid prototyping into design workflows to accelerate discovery and iteration
  - Led UX architecture and creative direction for a major brand spin-off, delivering a new site, shared visual system, and scalable Figma workflows

- **COMPLETE NUTRITION — Omaha, NE (Remote)**
  Creative Director (2019–2019)

  Led UX and creative transformation revitalizing the consumer digital experience across eCommerce and marketing channels.

  - Directed UX and creative strategy while revitalizing the corporate brand identity, establishing a cohesive visual system across channels
  - Designed and launched complete Shopify eCommerce experience, including homepage architecture and sub-brand hub pages, improving acquisition and conversion performance

Development Skills

- HTML5
- CSS3
- Javascript

Education

- **B.S., Psychology**
  SUNY Empire State College
- **A.A.S., Computer Graphics**
  Tompkins Cortland
  Community College

Experience (Con.)

- **ORGAIN — Irvine, CA.**
  Director of User Experience (2016–2019)

  Led UX strategy driving the expansion of Orgain's direct-to-consumer digital ecosystem.

  - Led conception and launch of the direct-to-consumer eCommerce sales channel, expanding digital customer acquisition
  - Owned UX delivery across multi-platform experiences (AEM commerce, healthcare portals, B2B portals, blogs, microsites, and landing pages), improving journey consistency and usability
  - Implemented A/B testing and personalization programs (Adobe Target) utilizing data-driven experimentation to optimize conversion performance

- **QUEST NUTRITION — Los Angeles, CA.**
  UX Director (2014–2016)
  Senior UX Designer (2013–2014)

  Directed UX operations during high-growth expansion supporting large-scale product launches and brand incubation.

  - Led UX and creative initiatives supporting 40+ product launches, 20 marketing campaigns, and 10 content verticals, contributing to incubation of 8 brand initiatives
  - Led design teams while embedding user-centered practices across marketing and engineering workflows, improving delivery coordination and execution effectiveness
  - Established UX operating procedures and collaboration frameworks connecting marketing and development teams to reduce process friction

- EARLY CAREER

  Founder & Creative Director of an independent design studio, alongside UX and front-end leadership roles across agencies and emerging consumer brands.