

JOEL CORY

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UX Architect & Designer / UI Developer

Over 20 years of experience creating user-centered, innovative solutions across EdTech and enterprise systems. Proven success in leading the design process from concept to delivery, enhancing user experiences while aligning with business goals. Expert in UX architecture, design systems, and cross-functional collaboration.

CORE COMPETENCIES

- Information Architecture
- User-Centered Design
- Design Systems
- Interaction Design
- Optimizing Workflows
- Reducing cost of implementation through strategic design

EXPERIENCE

Fedpoint, Portsmouth (Contract)

Jan 2024 – Aug 2024

UX Designer

- Developed and optimized design systems, driving consistency across UX/UI experiences and **improving page consistency**.
- Led comprehensive UX audits to refine system usability and accessibility, enhancing overall design quality.
- Collaborated on design tasks and front-end development to ensure seamless UX across digital touchpoints.
- Consulted with leadership to propose user experience changes to improve customer experience and drive user acceptance.

Southern New Hampshire University, Manchester

Oct 2021- Aug 2023

UX Architect

- Spearheaded UX architecture for an AI-powered educational ecosystem, integrating back-office workflows and front-end experiences.
- Led end-to-end design and development of the Confetti Design System, resulting in significant cost savings and streamlined user experiences.
- Conducted extensive UX research, including user interviews, journey mapping, and heuristic evaluations, to inform design strategies.
- Worked with cross-functional teams, incorporating Agile methodologies to deliver high-impact UX solutions.

- Collaborated with Google AI experts to design a personalized learning platform, leading to collaborating with a team to file a patent application.

PowerSchool, Folsom**Jan 2019 – Oct 2021**

UX Manager

- Managed a multi-disciplinary team in delivering user-centered designs for enterprise K12 solutions, balancing usability with business objectives.
- Led UX research and design sprints to drive innovation in the Student Information System (SIS), enhancing both web and mobile experiences.
- Led redesign effort to overhaul Information Architecture to reduce user time on task by 30%.
- Delivered design systems and guidelines, driving standardization across complex product suites and acquisitions.
- Presented at a UX conference on best practices in design strategy, usability testing, and interaction design.

PowerSchool, Folsom**Dec 2007 – Dec 2019**

Senior UX Designer & UI Developer

- Designed and coded UX/UI solutions for key features in the K12 Student Information System, focusing on reusable, responsive, accessible, and intuitive interfaces.
- Designed UI patterns and design system components to reduce time to market by 40%.
- Developed information architecture and interaction patterns, ensuring consistent user experiences across multiple rebrands and system overhauls, reducing support calls by 10%.
- Conducted UX research, including usability testing and persona development, to guide iterative design improvements.
- Led workshops on design thinking and front-end coding standards, facilitating cross-functional collaboration.

Hewlett Packard, Roseville**Jan 2007 – Dec 2007**

Instructional Designer and Technical Writer

- Developed user-centered instructional designs for global procurement systems, aligning training materials with key user needs.

InsWeb Inc., Gold River**Dec 2005 – Sept 2006**

UI Designer and UI Developer.

- Designed and developed UX/UI solutions for web and dynamic advertising, improving conversion rates through user-centered designs and A/B testing.

- Pioneered accessible and SEO-compliant design practices, reducing page load times and enhancing user engagement.

EARLIER EXPERIENCE

Crawford & Associates International, Palo Alto

Multimedia Developer

- Created web-based training and interactive experiences for major corporations, focusing on accessibility and UX best practices.

Sevant Inc., San Jose

Graphical Courseware Designer / Developer

- Designed graphically rich UX/UI experiences for in-home IT training, integrating personas and journey mapping into design processes.

CrystalGraphics, Santa Clara

Product Manager / Graphic Designer / Tech Support

- Managed design projects from concept to delivery, balancing UX needs with business and technical requirements.

EDUCATION

- Industrial Design, San Jose State University
- Project Management Training, Davis & Dean
- ActionScript Certification, Macromedia
- Business of Thinking Training, Herrmann International

SKILLS

- **UX Research & Strategy:** Persona development, journey mapping, wireframing, and prototyping.
- **Design Systems:** Creation, implementation, and governance for large-scale projects.
- **Agile UX Methodologies:** Design sprints, iterative prototyping, and collaborative design thinking.
- **Information Architecture & Interaction Design:** Structuring user flows, navigation systems, and interaction patterns.
- **AI & ML Integration:** Experience with AI-driven UX enhancements and generative AI applications.
- **Front-End Development:** Proficient in HTML, CSS, JavaScript, and responsive design frameworks.
- **Design Tools:** Figma, Sketch, Adobe XD, InVision.
- **Leadership & Collaboration:** Cross-functional team leadership, mentoring, and stakeholder engagement.
- **Public Speaking & Training:** Conference presentations, design workshops, and training programs.