

# JOEL CORRY

(916) 832-4864

JoelCory@gmail.com

linkedin.com/in/JoelCory

## 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 User Experience (UX) architecture, design systems, and cross-functional collaboration.

## Portfolio

<http://JoelCory.com>

## CORE COMPETENCIES

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

## EXPERIENCE

### IMA, New Jersey (Contract)

Jan 2024 – Present

UX Designer

- Designed Figma design system components following best practices, driving consistency across User Experience / User Interface (UX / UI) experiences, improving page consistency, and reducing time on task for designers.
- Design and implement a publication submission system for contributing authors. Using Monday.com forms, authors can send in their articles. Reviewers fill in their assessment of the work, and the system calculates a recommendation on whether to publish the work or reject it.
- Redesign their B2C site to communicate the benefits and professional advantages for finance and accounting professionals to join their organization and advance their careers.

**Fedpoint, Portsmouth (Contract)****Jan 2024 – Aug 2024**

## UX Designer

- Designed Figma design system components following best practices, driving consistency across User Experience / User Interface (UX / UI) experiences, improving page consistency, and reducing time on task for designers.
- Conducted comprehensive User Experience (UX) audits to refine system usability and accessibility, enhancing overall design quality, and user acceptance.
- Collaborated on design tasks and front-end development to ensure seamless User Experience (UX) across digital touchpoints reducing development costs by utilizing consistent design and code patterns.
- Consulted with leadership to propose user experience changes to improve customer experience, reduce confusion and interface clutter, and drive user acceptance.

**Southern New Hampshire University, Manchester****Oct 2021- Aug 2023**

## UX Architect

- Spearheaded User Experience (UX) architecture for an AI-powered educational ecosystem, integrating back-office workflows and front-end experiences.
- Collaborated with leadership and designers to implement end-to-end design and development of the Confetti Design System, resulting in significant cost savings and streamlined user experiences.
- Conducted extensive User Experience (UX) research to inform design strategies, including user interviews, journey mapping, and heuristic evaluations.
- Managed 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.
- Assumed product manager responsibilities for the communications and support systems project, leading a team of designers and developers.

**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.
- Conducted User Experience (UX) research and design sprints to drive innovation in the Student Information System (SIS), enhancing both web and mobile experiences.
- Conceptualized and led a cross-functional team to redesign and overhaul Information Architecture to streamline workflows, eliminate redundancy, improve consistency, and reduce user time on task by 30%.
- Implemented design systems and guidelines, driving standardization across complex product suites and acquisitions for internal development teams, and external customizers.
- Presented at a User Experience (UX) conference on best practices in design strategy, usability testing, and interaction design.

**PowerSchool, Folsom****Dec 2007 – Dec 2019****Senior UX Designer & UI Developer**

- Conceptualized and implemented User Experience / User Interface (UX / UI) solutions for dozens of features in the K12 Student Information System, focusing on reusable, responsive, accessible, and intuitive interfaces.
- Conceptualized UI patterns and design system components to reduce user interface development time by 40%, and interface consistency for a better user experience.
- Implemented information architecture and interaction patterns, ensuring consistent user experiences across multiple rebrands and system overhauls, reducing support calls by 10%.
- Conducted User Experience (UX) research, including usability testing, cognitive walkthroughs, and persona development, to guide iterative design improvements.
- Implemented workshops on design thinking, front-end coding best practices, and standards, facilitating cross-functional collaboration, and higher consistency across multiple products and business lines.

**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 to drive more consistent and efficient ordering practices.

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

UI Designer and UI Developer

- Conceptualized and implemented User Experience / User Interface (UX / UI) solutions for web and dynamic advertising, improving conversion rates through user-centered designs and A/B testing,
- Conceptualized and implemented standards-based, accessible, and SEO-compliant design practices, reducing page load times and enhancing user engagement.

**EDUCATION**

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

**SKILLS**

- **Design Tools:** Figma, Sketch, Adobe XD, InVision.
- **Design Systems:** Creation, implementation, and governance for large-scale projects.
- **UX Research & Strategy:** Persona development, journey mapping, wireframing, and prototyping.
- **Leadership & Collaboration:** Cross-functional team leadership, mentoring, and stakeholder engagement.
- **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.
- **Public Speaking & Training:** Conference presentations, design workshops, and training programs.