

JOEL CORRY

Product Design Architect & Systems Leader

Professional Summary

Systems-focused Product Design Architect with 20+ years creating scalable design foundations for complex EdTech and enterprise platforms serving 70M+ users. Expert in building design systems, information architecture, and technical frameworks that reduce development costs by 40% while maintaining consistency across multi-product ecosystems. Bridge between design and engineering with deep front-end development expertise (HTML, CSS, JavaScript) and proven ability to lead cross-functional teams through large-scale transformations. Experienced mentor to designers and cross-functional teams, with working knowledge of AI-assisted design tools including Claude, Gemini, and ComfyUI.

Core Impact: Patent-pending AI learning platform | Design systems adopted across 3,000+ institutions | 30% reduction in user time-on-task through IA optimization

Portfolio: JoelCory.com

CORE COMPETENCIES

Systems & Architecture

- Design Systems Architecture & Governance
- Information Architecture & Taxonomy
- Component Libraries & Pattern Systems
- Technical Design Documentation
- Scalable Design Infrastructure

Technical Leadership

- Front-End Development (HTML/CSS/JS)
- Design-to-Development Workflow
- Accessibility Standards (WCAG)
- Responsive & Adaptive Design
- Design System Adoption & Training
- Design Critique Facilitation
- AI-Assisted Design Workflows

Strategic Design

- Cross-Product Consistency Strategy
- Design Operations & Process
- Heuristic Evaluation & Audits
- User Research & Testing Frameworks
- Figma/Sketch Systems Management

PROFESSIONAL EXPERIENCE

Southern New Hampshire University, Manchester

Oct 2021 - Aug 2023

UX Architect (*Product Design Leadership Role*)

Led UX architecture for AI-powered educational ecosystem serving 135,000+ students, establishing design systems and workflows that bridged back-office operations with student-facing experiences.

Design Systems Leadership:

- Architected and implemented the Confetti Design System from ground-up, collaborating with leadership and design teams to create comprehensive component library, design tokens, and documentation
- Reduced design-to-development handoff time by 40% through systematic component reuse and clear technical specifications
- Established design system governance process ensuring consistency across 15+ product teams

Technical & Strategic:

- Partnered with Google AI engineering teams to design personalized learning platform architecture; contributed to patent application for adaptive learning system
- Conducted extensive UX research including user interviews, journey mapping, and heuristic evaluations to inform architectural decisions
- Led Agile cross-functional teams using design sprints and iterative prototyping for high-impact solutions

Process Innovation:

- Assumed product manager responsibilities for communications and support systems, leading team of designers and developers through discovery, definition, and delivery
- Created information architecture frameworks that reduced system complexity and improved navigation consistency across platform

PowerSchool, Folsom

Jan 2019 – Oct 2021

UX Manager

Managed multi-disciplinary design team delivering user-centered design systems for enterprise K-12 SIS platform serving 70M students across 3,000+ school districts.

Design System Architecture:

- Conceptualized and led cross-functional team to redesign comprehensive Information Architecture, eliminating redundancy and streamlining workflows across web and mobile experiences
- Implemented design systems and component libraries that reduced UI development time by 40% for internal teams and external customizers
- Created design standards that drove consistency across 12 acquired product lines and integrations

Team & Strategic Leadership:

- Led and mentored team of 5 designers through user research, design sprints, and iterative delivery, providing structured feedback and career development guidance
- Reduced user time-on-task by 30% through IA optimization and interaction pattern standardization
- Presented at UX conference on design strategy, usability testing, and scalable interaction design

Process & Efficiency:

- Established design operations workflows that balanced business objectives with user needs
- Created documentation, governance processes, and structured design critique frameworks for design system adoption across distributed development teams

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

Senior UX Designer & UI Developer

Architected UX/UI solutions for dozens of features in the K-12 Student Information System - a data-intensive platform managing PII for 70M+ students under strict FERPA compliance requirements.

Systems Development:

- Conceptualized and implemented UI pattern library and design system components reducing development time by 40% through reusable, responsive, accessible interfaces
- Established information architecture and interaction patterns ensuring consistency across multiple rebrands and system overhauls
- Reduced support calls by 10% through systematic improvement of interface clarity and navigation
- Applied security-conscious design principles to workflows handling restricted user data, balancing usability with compliance and access control requirements
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Technical Implementation:

- Developed front-end code (HTML, CSS, JavaScript) working directly with engineering teams to ensure design fidelity and technical feasibility
- Conducted workshops on front-end coding best practices and standards, facilitating cross-functional collaboration

User Research:

- Led UX research including usability testing, cognitive walkthroughs, and persona development to guide iterative design improvements
- Established research frameworks used across product organization

STRATEGIC CONSULTING EXPERIENCE**IMA, New Jersey (Contract)****Jan 2025 – Present**

Senior UX Designer

Design systems consultant for financial services association serving 300,000+ members.

- Designed Figma design system components following atomic design principles, improving page consistency and reducing designer time-on-task
- Architected publication submission system workflow integrating Monday.com forms with review and approval processes
- Redesigned B2C site architecture to improve information hierarchy and member value communication
- AI Tools: Claude, Figma, Stitch, ComfyUI - design ideation, content generation, and workflow acceleration

Fedpoint, Portsmouth (Contract)

Jan 2024 – Aug 2024

UX Designer

Design systems and UX architecture consultant for government contractor managing sensitive, access-restricted data environments.

- Led comprehensive UX audits identifying usability and accessibility improvements, presenting findings and recommendations to leadership
- Consulted with executive team on UX strategy to improve customer experience and drive user acceptance
- Collaborated with development teams to implement design improvements reducing costs through consistent patterns

EARLIER EXPERIENCE

Hewlett Packard | Instructional Designer | 2007

Developed user-centered instructional designs for global procurement systems

InsWeb Inc. | UI Designer & Developer | 2005-2006

Implemented standards-based, accessible, SEO-compliant design reducing page load times

EDUCATION & PROFESSIONAL DEVELOPMENT

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

TECHNICAL SKILLS

- **Design Systems:** Figma, Sketch, Adobe XD, InVision | Component libraries, Design tokens, Documentation systems
- **AI Tools:** Claude, Claude Code, Comfyui, Gemini

- **Front-End Development:** HTML5, CSS3, JavaScript, Responsive frameworks, Version control (Git)
- **Architecture:** Information Architecture, Interaction patterns, Navigation systems, Taxonomy design
- **Research & Testing:** Usability testing, Heuristic evaluation, A/B testing, Analytics
- **Collaboration:** Cross-functional team leadership, Agile/Scrum, Design sprints, Stakeholder management
- **Accessibility:** WCAG 2.1 compliance, Accessible component design, Screen reader optimization

CONFERENCE PRESENTATIONS & ACHIEVEMENTS

- **Conference Speaker:** Presented design strategy and usability testing at industry UX conference
- **Patent Contributor:** Co-inventor on patent application for AI-powered personalized learning platform
- **Hackathon Winner:** Led winning team designing Alexa app for parent-student engagement (PowerSchool, 2017)
- **Design Systems Impact:** Created systems reducing development time 40% and serving 70M+ users