

(904) 881-2384

Cynthia Cory

cynthiacory.com

A leader of digital design for 10 years, creating end-to-end experiences and applications that meet customer needs. Committed to collaborating with key stakeholders and leading teams to meet deadlines and business goals while delivering high-quality, intuitive outcomes for users. Expert knowledge in visual and interaction design and possessing strong team-player attributes, with the ability to analyze feedback and work at a fast pace to deliver quality results.

Professional experience

TIAA

Senior UX/UI designer, 2021- present

Leading the design and delivery of multiple large, high-profile projects while working in a scaled agile framework, and managing the communication and relationship of scrum teams, product owners and business partners

- Managing projects as both a UX lead and a digital designer to create end-to-end flows, including user research, accessibility, and usability testing
- Key contributor to the creation, adoption, and training of a new digital design system, and creating rules of use around visual, copy, brand, accessibility, and interaction guidelines
- Leading the digitization of beneficiary designation forms, allowing users the ability to manage their beneficiary allocations and dramatically reduce call volume for the Beneficiary Relationship Team
- Overseeing the migration of TIAA Investment management and Beneficiary designation process from a legacy platform to a new design system, while addressing user pain points

TIAA Bank

Digital UX designer, 2017 – 2021

- Experienced in many aspects of the TIAA Bank portfolio including internal, and public sites
- Contributing designer for the rebranding of TIAA Bank's public website and secure profile
- Collaborated with business partners and created designs to simplify intense data presented in TIAA Bank's internal employee site

Web.com

Digital UX designer, 2015 – 2017

- Design and maintenance of Internal Applications including Website Builder Maintenance and Upgrades

- Contributing designer for the Product Purchasing Applications
- Contributing designer for the Ticketing Systems and CRM Designs

Web designer, 2014 – 2015

- Responsible for designing customer websites and modifications
- Modifying and optimizing SEO for customer websites

Ingenuity Marketing

Graphic designer/Social Media Marketing, 2012- 2014

- Design and implementation of social media marketing campaigns, including posters, flyers, mailers, emails, and online contests using shortstack

Design Software and tools

- Figma
- Sketch
- Adobe CC
- Microsoft 365
- Invision
- Confluence
- Jira
- GitLab/GitHub
- HTML5 and CSS

Certificates and Courses

- Accessibility for Designers - Deque University
- Agile Project Management Methodologies
- Designing Emotion: How To Use Design To Move People
- The Reality of Being a First-time Manager
- Power of Products: Fundamentals (Level 100)
- Dr. Edward de Bono's Six Thinking Hats® Course

Education

Florida State College at Jacksonville

Graphic Design and Multimedia Production

Indiana University Northwest

Graphic Design

Florida State University

Art Education/Psychology