

# CYNTHIA CORY

Accomplished UX/UI Design lead with 10+ years of experience in creating end-to-end digital experiences that improve user satisfaction and drive business results. Proven ability to lead and collaborate with cross-functional teams, ensuring projects are delivered on time and meet key business goals.

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## Work experience

### TIAA - Senior UX/UI Designer. 2021 - 2025

- Led the design and delivery of high-profile projects within a scaled agile framework, effectively managing communication with scrum teams and business partners
- Managed projects as both a UX lead and a digital designer to create end-to-end flows, including user research, accessibility, and usability testing
- Authored the creation, adoption, and training of a new digital design system, establishing clear guidelines for visual, copy, brand, accessibility, and interaction.
- Spearheaded the digitization of beneficiary designation forms, dramatically reducing call volume for the Beneficiary Relationship Team and empowering users to manage their allocations
- Oversaw 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

- Developed expertise across TIAA Bank's portfolio, contributing to the design of both internal and public-facing websites
- Played a key role in the rebranding of TIAA Bank's public website and secure profile
- Simplified complex data on TIAA Bank's internal employee site through strategic collaboration with business partners

### Web.com - Digital UX designer, 2014 – 2017

- Designed and maintained internal applications, including the Website Builder, and contributed to the design of Product Purchasing and CRM/Ticketing systems
- Contributing designer for the Product Purchasing Applications
- Contributing designer for the Ticketing Systems and CRM Designs
- Designed and modified customer websites, optimizing SEO to improve performance

### Ingenuity Marketing - Graphic designer/Social Media Marketing, 2012- 2014

- Designed and implemented comprehensive social media marketing campaigns, including posters, flyers, mailers, emails, and online contests using ShortStack.

## Design Software and tools

### **UX/UI Design**

Figma, Sketch, Invision, Adobe CC

### **Project Management and Collaboration**

Jira, Confluence, Microsoft 365, GitLab/GitHub

### **Technical Skills**

HTML5, CSS

### **Methodologies**

Agile Project Management

## 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