

Cynthia Cory - Digital Designer

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Summary

A leader of User Experience and Digital design for 10 years, creating end-to-end experiences and applications that meet customer needs. Committed to collaboration 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.

Work experience

TIAA - Senior UX/UI Designer, 2021 - 2025

- Oversaw projects and orchestrated end-to-end workflows, including user research, accessibility, and usability testing
- Led the digitization of antiquated paper forms, significantly reducing call volume while empowering participants to manage their retirement plans on a mobile platform
- Lead designer responsible for creation of online applications for Qualified Charitable Distributions, and Beneficiary Designation allowing for reduced application time, and calls to NCC
- Lead designer on the first implementation of a new design library, responsible for driving the vision, strategy, and successful adoption of the design system across the organization
- Led three rebrands, built ADA-compliant design libraries, and established quality control systems that caught issues before launch
- Created an onboarding platform for designers that connected Jira tickets, design libraries, and content rules to make collaboration faster, smarter, and more consistent
- My projects have spanned B2B and B2C experiences, from financial dashboards to participant portals
- Contributing designer on crafting a homepage experience that supports participants throughout their entire retirement journey—from saving to managing and investing—by delivering a clear, personalized projected forecast at every stage. The homepage/dashboard experience was ranked #1 by Corporate Insight in their DC Plan Sponsor Website Benchmark, excelling in key categories such as Design & Navigation, Reporting, and Plan Administration

TIAA Bank - Digital UX designer, 2017 – 2021

- Gained and transferred extensive knowledge across TIAA Bank's portfolio, contributing to the design of both internal and public-facing websites
- Partnered with fellow designers in rebranding TIAA Bank's public website and secure profile, leading the development and adoption of a new digital design system, and establishing comprehensive guidelines for visual, copy, brand, accessibility, and interaction standards

Web.com - Digital UX designer, 2014 – 2017

- Engineered and sustained internal applications, including the Website Builder, while contributing to the design and updates of Product Purchasing and CRM/Ticketing systems
- Enhanced customer websites through design modifications and SEO optimization to improve performance

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

- Designed and executed comprehensive social media marketing campaigns, including posters, flyers, mailers, emails, and online contests

Achievements

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Additional Experience

Volunteer mentor for ERG programs such as Women In Stem and Alliance - I've guided interns and peers as they explore their paths in design and technology. Watching them grow and find their voice in this field has been an incredible part of my journey.

Skills

UX/UI Design - Figma, Sketch, Invision, Adobe CC

Technical Skills - HTML5, CSS

Project Management and Collaboration - Jira, Confluence, Microsoft 365

Methodologies - Agile Project Management

Education

- Florida State College at Jacksonville - Graphic Design and Multimedia Production
- Indiana University Northwest - Graphic Design
- Florida State University - Art Education/Psychology

Certifications

- 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