

# Cynthia Cory - Digital Designer | User Experience Designer, Graphic Designer

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## Summary

Creative and impactful user experience and digital design leader with demonstrated experience creating accessible, user-centered digital products and end-to-end experiences that align user needs with business objectives. Skilled in UX strategy, interaction design, visual design, graphic design, and web design, with a strong foundation in accessibility best practices and inclusive design. Proven ability to collaborate with cross-functional stakeholders, lead design initiatives, and guide teams in delivering high-quality solutions on time and within scope. Recognized for combining strategic thinking, creative problem-solving, and data-informed decision-making to create intuitive, engaging experiences that drive measurable 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

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

### TIAA | Homepage Dashboard

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.

## 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.

**ERG Alliance** - Summer 2024, TIAA

**Women in Stem** - Summer 2024, TIAA

## Skills

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

Technical Skills - HTML5, CSS, Atom, GitHub

Project Management and Collaboration - Jira, Confluence, Microsoft 365, Creative Team Leadership, Stakeholder Engagement, Design Research, ADA Compliance

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