Cynthia Cory

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cynthiacory.com

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 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

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

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

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