

# CORI JADE

UX Designer

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## ABOUT

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Highly motivated career switcher with 5 years of visual design experience, 11 years collaborating in professional environments, and 12 years empathizing with tiny stakeholders who call me mom. Key strengths include curiosity, persistence, and empathizing not just with users but across departments to build better relationships and better products.

Valued by colleagues for being easy to work with, flexible, and having an obsessive attention to detail. Recognized by mentors as being eager to learn, having a positive mindset, and promptly turning feedback into action.

## SKILLS & TOOLS

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- Information architecture, personas, prototyping, UI design, responsive design, user flows, user research & testing, wireframing
- Adobe Creative Suite, Dovetail, Figma, Framer, InVision, Maze, Microsoft Office, Miro, Notion, Optimal, Sketch, Slack, Whimsical

## EXPERIENCE

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### UX Designer

Sept 2022 - Present

Freelance

- Presenting design decisions to stakeholders
- Conducting user interviews, competitive analysis, and usability testing to improve functionality and accessibility
- Designing/re-designing responsive websites for small businesses and non-profits through user research and visual design
- Creating wireframes and prototypes with Figma, enabling people with no design experience to interact with them easily
- Collaborating with developer during the design process on technical constraints, and basics of CSS/HTML for handoff

### Graphic Designer

Sept 2019 - Dec 2021

GB Design House

- Managed social media, increasing monthly Pinterest views by over 1,500%
- Created custom designs using Illustrator/Photoshop, resulting in repeat business and promotion to Senior Designer
- Trained new hires and developed training manuals/video tutorials, reducing onboarding time by 30%
- Supervised design projects of 6 colleagues, ensuring all deliverables met quality standards and vendor/client deadlines
- Communicated with clients daily about design goals, revisions & project status, resulting in over 5,000 positive reviews

### Social Media & Marketing Manager

Sept 2017 - Sept 2019

Barre3 Austin

- Designed marketing & social media that increased client engagement by 30%
- Researched our target demographic and marketed to their motivations, increasing retail sales by 20%
- Implemented new systems for better client communication, leading to increased user satisfaction
- Organized community and charity events, boosting outreach by 40% and charitable donations by 100%

## EDUCATION

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**500-hour UX certification** DesignLab • UX Academy

Feb 2022 - August 2022

**80-hour intro to UX/UI** DesignLab • UX Foundations

Jan 2022 - Feb 2022