

CORY DIX

USER EXPERIENCE DESIGN & CREATIVE LEADERSHIP, EXPERTLY APPLIED.

+ 1 513.289.9076

designbio.com

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[linkedin.com/in/corydix](https://www.linkedin.com/in/corydix)



SPECIALTIES

Extensive agency experience in driving the overall creative vision for all client work delivering on the unique user experience design (UX) & user interface design (UI) needs for each. Possess strategic and tactical skills needed to successfully lead projects from inception to completion, as well as ensure no talent goes to waste and the work stays sharp. Clients include: The Ritz Carlton, Marriott, Trump, Four Seasons, and Disney.

- User Experience Design (UX)
- User Interface Design (UI)
- Prototype & Wireframe Design
- Cross-functional Team Leadership
- Creative & Art Direction
- New Business Development
- Interaction Strategy
- Information Architecture (IA)
- Product Design/Management
- UX Strategy
- Web & Mobile Design
- Client & Account Management

PROFESSIONAL EXPERIENCE

Creative Director, User Experience Designer (UX) | Feb 2007 – Jan 2016

Clubessential | Cenetic, Cincinnati OH 45226

Deliver creative direction and user experience design (UX) services across a spectrum of digital brands, site designs, social engagement programs, CMS and Software-as-a-Service (SaaS) integration and mobile services. Primary responsibilities include

- Accountable for executing the 'big idea', art direction, development, and management of agency services to market-specific clients to strengthen brands, drive business goals and delight users.
- Lead the creation of quality UX/UI designs, ensuring alignment with the higher-level strategy and serve as a primary champion of user-centered design principles.
- Create digital artifacts (UI framework and flows, final detailed design, low/high fidelity mock-ups, brand standard components/deviations, conditional interactions, creative strategy, among many others).
- Work closely with multidisciplinary teams to ensure (1) Overall UX strategy is being executed properly on each project; and (2) Help identify and define standards of practice and UX patterns.
- Foster collaborative relationships, both internally with our UX resources, and with our business and development partners. Assessing user experience needs and coordination of production resources.
- Design internal processes and direct overall strategic vision to cross-functional teams. Representing and communicating creative work, capabilities, milestones, and deliverables to clients, internal departments and senior leadership.

UX/UI Designer | June 2005 - Feb 2007

Clubessential, Cincinnati OH45226

Designed and developed rich online brands and web experiences in a fast-paced, multidisciplinary design studio. Led strategic creative and art direction for clients with varied marketing goals. Oversaw production of projects from concept to implementation.

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CONT... PROFESSIONAL EXPERIENCE

UI Designer | 2000 - June 2005

Kendle International (Currently INC Research), Cincinnati OH 45202

Delivered UX/UI design and digital marketing services for online instructor-led courses for pharmaceutical industry, including brand identity, web design and presentation graphics. Planned and marketed global web-based training events led by subject matter experts (*Continuing Medical Education accredited*).

EDUCATION

Computer Graphics Technology

Purdue University School of Technology, West Lafayette IN 1993-1999

Associate of Science, Technical Graphics

Purdue University, West Lafayette IN 1996