

# Corey Croswaite UX & Visual Designer

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## SKILLS

**DESIGN:** Graphic design • UI design • Print design • Logos & icons • Strategy & vision presentations • Illustration & storyboarding • Concept sketches • Production redlines • Style guides & pattern libraries

**PROTOTYPING:** Rapid prototyping using InVision or POP • Wireframes & mockups with Sketch, Axure & Illustrator, or HTML, CSS, and JavaScript

**RESEARCH:** User surveys & contextual inquiry • User interviews & testing • Competitive/comparative analysis • Task analysis & user flows • Persona hypothesis

## TECHNOLOGY

HTML / CSS • JavaScript • Adobe Illustrator, Photoshop, InDesign • Sketch • Adobe XD • InVision • Axure • POP • WordPress • MailChimp • Bootstrap

## AWARDS

### AnnotateVR - Winner of XR Challenge + Microsoft Bonus Prize *Wacom Inkathon, 2019*

AnnotateVR is an intuitive annotation tool for virtual reality allowing users to bring digital ink into a 3D space.

- Defined and iterated the tool workflow, crafted a presentation, designed the logo, refined VR controls, and modeled 3D UI elements.

### Discord Pets - Winner of ACM (Association for Computing Machinery) award *UW Bothell Hackathon, 2018*

Discord Pets is a bot that allows channel members to have virtual pets to feed, walk, and play with.

- Created sprites and mapped how users interact with the software.

## EXPERIENCE

### UX Designer & Visual Designer, Croswaite Design LLC *Mar 2016 - Current*

Worked with clients to enhance their online presence by creating front end prototypes, WordPress sites, vector art, and promotional materials. Improved user experience by conducting user research and implementing feedback.

#### Web Designer & Visual Designer, The Savvy Assistant *Redmond, WA | Feb - Apr 2019*

- Optimized the website backend (WordPress) to decrease load times by half
- Improved the website experience and user flow by reorganizing taxonomy and navigation.
- Curated imagery and implemented a theme that enhanced the company's brand.

#### UX Designer & Visual Designer, Team8s *Seattle, WA | Aug - Dec 2018*

- IOS application design for coaches and sports teams to develop effective routines on a shared platform.
- Enhanced usability by collecting user data and creating wireframes and design specifications.

#### Visual Designer, SealBlock *Redmond, WA | Feb - Sept 2018*

- Designed posters for event promotion and engagement.
- Modified and enhanced photos for greater online appeal.

#### Visual Designer, Stably *Vancouver BC | Aug 2018*

- Created a custom icon pack to accurately visualize product features and align with existing branding.
- Designed pitch deck templates

#### Visual Designer, VeriClouds *Redmond, WA | Oct 2016 - Mar 2017*

- Designed marketing materials including flyers, pamphlets, and posters for event promotion.
- Created banners and blog images that visualized product features and attracted readers.

#### UX Designer, UnifyCloud *Redmond, WA | Mar - Dec 2016*

- Managed design, development and production timeline for printed materials.
- Planned website sitemap reorganization to facilitate ease of navigation for new clients.
- Wireframed intuitive dashboard that displayed wifi usage metrics for business owners.

#### UX Designer, Sports 1 Marketing *Irvine, CA | Mar - Jun 2016*

- Researched, prepared, and presented concepts, product design strategies, app flows, and mockups.

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## UX Designer, CPESuite *Seattle, WA | Mar - Apr 2016*

- Interviewed users to understand CPA license tracking and designed a monitoring dashboard using Axure.
- Conducted usability tests, heuristic evaluations, and presented findings and design recommendations to the product owners.
- Collaborated with stakeholders to drive alignment and accuracy of requirements.

## VOLUNTEER & COMMUNITY PROJECTS

### UX/UI Designer, Step Up for Laos *Bothell, WA | Dec 2016 - Present*

Coordinated and conducted user surveys that provided insights on how and why users donate to charities.

Developed website for accepting donations using HTML & CSS and AWS.

Simplified donation experience through multiple iterations of wireframes and prototypes.

### Graphic Designer, IAAP *Seattle, WA | Oct 2018 - Dec 2018*

Designed business cards and event flyers for non-profit organization

### Visual Designer, A Code Called Quest *Bothell, WA | Mar 2018*

Responsible for UI design decisions to create visually stimulating sprites, animations, and environments for a game that taught beginner programming concepts.

## EDUCATION

### UXDI General Assembly *Seattle, WA | Jan - Mar 2016*

User Experience and Design Program; 10 week, 50+ hours per week program focused on user research, interaction & interface design, prototyping & testing, and working with teams & clients.

### University of Washington *Seattle, WA | Sept 2012 - Dec 2014*

Major in Interdisciplinary Visual Arts, Minor in Architecture