

# JUSTIN COX

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## Portfolio

- justincoxdesign.com

## Professional Summary

Dynamic and seasoned Senior UX/UI Designer with nearly a decade of comprehensive experience across the entire design process, from meticulous research to captivating visual design. Proven track record of transforming complex concepts into intuitive, user-centric solutions. Adept at collaborating with cross-functional teams to deliver innovative and visually stunning designs that exceed client and user expectations.

## Work History

**Senior UX Designer / Interim Director of UX, 11/2022 to Current**

### **American Public Education, Inc**

- Directed UX initiatives for a large university system with 70,000+ students and 3,000 employees, ensuring seamless user experiences across various platforms
- Oversaw the timely delivery of mobile applications, software tools, and iterative feature enhancements, contributing to a 400% growth in user adoption and a 90% increase in overall product satisfaction.
- Spearheaded conversion optimization efforts leading to a 3% improvement in conversion rates, translating to a potential annual revenue increase of \$24 million.
- Employed data-driven web strategies, resulting in an 80% increase in task success rates and a 20% improvement in overall user satisfaction, aligning with the university system's goals.

**Senior UX Designer (Contract), 07/2022 to 11/2022**

### **Glasswall Solutions**

- Led UX for a cloud-based NPO in the cybersecurity space, built for Microsoft Azure
- Designed cloud-based cybersecurity software for commercial and government sectors, including various U.S and British intelligence agencies
- Led user research initiatives within sensitive environments, employing methodologies compliant with security protocols to gather insights, iteratively improving the software based on real-world use cases and feedback

- Applied both qualitative and quantitative analysis techniques to continuously improve end-user experiences.

**Senior UX Designer**, 08/2021 to 05/2022

### **Breakout EDU**

- Orchestrated the UX strategy for a leading EdTech platform, managing the user experience for an extensive userbase of over 2 million active users
- Collaborated seamlessly with engineering leadership, ensuring alignment between UX objectives and technical capabilities, streamlining the development process
- Produced meticulous wireframes, incorporating user feedback and industry standards to enhance usability, aligning with the platform's overarching design principles
- Crafted interactive prototypes to provide stakeholders with tangible representations, facilitating effective decision-making and validation of design concepts
- Conducted and synthesized user research, utilizing both qualitative and quantitative methods, resulting in data-driven design improvements that significantly elevated user satisfaction and engagement metrics.

**UI/UX Designer**, 02/2018 to 08/2021

### **East River Web Design**

- Led end-to-end UI/UX design projects, collaborating cross-functionally to deliver intuitive interfaces
- Executed user-centric design processes, from research and wireframing to prototyping and testing
- Designed responsive web and mobile interfaces, adhering to accessibility standards
- Improved user engagement and satisfaction through iterative design enhancements based on feedback
- Developed websites for clients using a combination of content management systems, HTML, and CSS.

### **Skills**

- User Research
- Data Synthesis
- Wireframing
- Prototyping
- Visual Design
- Design Systems
- UX Design
- UI Design
- Figma
- Adobe Suite