Justin Cox

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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.

Skills

- UX/UI Design
- Visual Design
- UX Research
- Wireframing
- Prototyping
- User Testing
- Figma
- Adobe Suite
- Optimizely
- Conversion Rate Optimization
- Data Analytics
- Data Synthesis

Experience

Senior UX Designer

American Public Education, Inc. | Nov. 2022 - Current

- 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 conversion improvements across a variety of web pages, ranging from 30% to 60% conversion improvements.
- Designed and built prototypes for highly complex software problems (student management tools, degree planners, tuition calculators, ect.) to present and collaborate with internal stakeholders.

Senior UX Designer

Glasswall Solutions | July 2022 - Nov. 2022

- 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

BreakoutEDU | Aug. 2021 - May 2022

- 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.

UX/UI Designer

East River Web Design | Feb. 2018 - Aug. 2021

- 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.

Graphic & Web Designer

Freelance | June 2015 - Feb. 2018

- Created visually compelling and responsive websites for diverse clients, ensuring optimal user experience and accessibility across devices.
- Designed and delivered custom graphics, branding materials, and digital assets, tailored to enhance clients' brand identity and market presence.
- Conducted UX audits and web design optimization, leading to improved user engagement and conversion rates for client projects.
- Collaborated closely with clients to translate their vision into innovative digital designs, managing projects from concept to completion.
- Developed wireframes, mockups, and high-fidelity prototypes to align client goals with effective web solutions, ensuring on-time project delivery.