JUSTIN COX

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Portfolio

- justincoxdesign.com

Professional Summary

Dynamic and seasoned Senior 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 powerful outcomes and user-centered 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, 11/2022 to Current

American Public Education, Inc – Charles Town, WV

- 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 and creating an additional $4.5mm in monthly revenue opportunity.
- Designed and built prototypes for highly complex software problems (student management tools, degree planners, tuition calculators, and more) to present and collaborate with internal stakeholders.

User Experience Designer, 07/2022 to 11/2022

Glasswall Solutions – London

- 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.

Graphic & UX Designer, 08/2021 to 05/2022
Breakout EDU – Old Bethpage, NY
- Orchestrated the UX strategy for a leading education platform, managing the user experience for an extensive base 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.

Graphic & Web Designer, 12/2020 to 06/2021
Starry Eyes Media – Princeton, WV
- Enhanced brand recognition by designing unique and memorable logos for various clients.
- Evaluated existing company logos for potential redesigns to enhance brand identity and recognition.
- Created digital image files for use in digital and traditional printing methods.
- Designed website layouts, templates, and unique branded looks.

Graphic & Web Designer (Contract, 1yr), 11/2019 to 11/2020
JJN Multimedia – Pineville, WV
- Enhanced user experience by designing visually appealing and intuitive web interfaces.
- Developed custom graphics for websites, ensuring consistent branding and visual identity across all platforms.
- Designed compelling social media graphics that increased engagement and follower count.

UI/UX Designer, 02/2018 to 08/2020
East River Web Design – Bluefield, VA

- 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, achieving an average conversion increase of 4 to 7%.
- Developed websites for clients using a combination of content management systems, HTML, and CSS.

Freelance Designer, 06/2015 to 02/2018
Self – North Tazewell, VA
- Managed multiple design projects simultaneously, ensuring timely delivery within budget constraints.
- Developed innovative design concepts for improved brand recognition and customer engagement.
- Produced high-quality mockups for client approval during the iterative design process, saving time on revisions later down the line.
- Presented creative solutions to client challenges, resulting in high levels of client satisfaction and repeat business opportunities.

Skills

- User Research
- Wireframing
- Visual Design
- UX Design
- Figma

- Data Synthesis
- Prototyping
- Design Systems
- UI Design
- Adobe Suite