



CONTACT

(602) 303-6155
corey@ctcooper.com
ctcooper.com

COREY COOPER

UX DESIGNER

Highly passionate UX Designer leveraging a decade-plus background as a successful Residential Home Builder and Visual Design Freelancer. I bring a unique "builder's mindset" to digital product development, focusing on functional architecture, structural integrity, and human-centered empathy for the final user. Proven ability to translate complex business goals into elegant, measurable digital experiences by synthesizing qualitative insights, quantitative data, and stakeholder needs.

EXPERIENCE

UX/UI Designer | Independent | 2024 - Present

- **Design Process & Systems:** Led end-to-end design, moving from user research and wireframing through to high-fidelity prototyping and usability testing.
- **Data-Driven Insights:** Conducted quantitative analysis and qualitative research to identify key pain points and define feature prioritization.
- **Visual & Interaction Design:** Developed a comprehensive, functional design systems using Adobe / Figma, ensuring component reuse and visual consistency across all key user flows.
- **Strategic Alignment:** Presented design rationale and product strategy, demonstrating how proposed solutions would align user needs with core business metrics.

Owner & Strategic Design Lead GC – SquareWave | 2010 – 2024

- **Founded and led a design-build firm**, overseeing \$10M+ in end-to-end residential projects.
- **Applied human-centered design principles** to understand and translate client goals, interpret needs, and create tailored solutions balancing aesthetics, usability, and performance.
- **Collaborated with multidisciplinary teams** to synthesize client insights into actionable, structured design systems.

Freelance Visual Designer | 2012 – Present

- **Designed brand identities, digital assets, and marketing materials** for diverse clientele.
- **Created cohesive designs that enhanced engagement** across web and print platforms.
- **Partnered directly with clients to interpret business objectives** into effective design solutions.

EDUCATION & CERTIFICATION

- **UX Design Professional Certificate** - Coursera / Google (COC), 2024
- **ICF Personal Development Guide** - CLCI (COC), 2020
- **Associate of Science (AS) / Graphic Design** - The Art Institute of Portland, 2007



PORTFOLIO

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