COREY COOPER

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EXPERIENCE

Product Designer | Scottsdale Pools | December 2025 – January 2026

- **Designed a high-fidelity pool estimator** with dynamic pricing and card-based flows; projected to achieve 100% task completion and a substantial reduction in exit rates caused by price shock.
- **Increased high-intent qualified leads** by engineering a strategic intake funnel that utilized progressive disclosure to identify premium upsell opportunities in 50% of submissions.
- **Synthesized usability testing** to eliminate technical jargon and friction; replaced complex site questions with smart-default logic to save the sales team 10 hours per week in discovery.
- **Executed all phases of product delivery in a 1-month sprint,** managing the full lifecycle from user research and logic mapping to the creation of a comprehensive design system and interactive prototype.

Product Designer | Bee Humble Wellness | April 2025 - July 2025

- **Architected a custom end-to-end booking system and responsive website** that transitioned a outdated manual process to an automated platform, reducing staff administrative overhead by 85%.
- **Boosted Average Transaction Value (ATV) by 20%** and drove a significant increase in new client conversions by integrating personalized add-ons and autonomous rescheduling into the checkout experience.
- **Translated market research and usability findings** regarding data privacy and "multi-step barriers" to design a high-trust, single-flow interface, achieving a healthy 14% booking form drop-off rate through 2 iteration cycles.
- **Led the full-cycle product transformation from discovery to launch within a 4-month timeline,** delivering a complete brand refresh and integrated technical infrastructure that increased total booking volume by 20%.

Strategic Design Lead GC | SquareWave | February 2019 - Novemeber 2024

- **Directed a design-build firm overseeing $5M+ in residential projects,** delivering 8 end-to-end luxury developments with a 92% on-time completion rate.
- **Applied human-centered design principles** to translate complex client goals into tailored architectural solutions, resulting in a 30% increase in referral-based business for future contracts.
- **Collaborated with multidisciplinary teams** of engineers and sub-contractors to synthesize client insights into structured design systems, reducing mid-project revision cycles.
- **Managed high-fidelity material selection and technical logistics,** maintaining budget efficiency through rigorous vendor negotiation and resource optimization.

SKILLS

- **Tools:** Figma l FigJam l Adobe Creative Suite (Illustrator, Photoshop, InDesign)
- **Design:** User Journey Mapping l Information Architecture l Wireframing l Advanced Prototyping l Design Systems l Typography l Grid Systems l Color Theory l Layout Composition l Visual Hierarchy
- **Business:** Strategic Goal Alignment l Product Strategy l Entrepreneurial Leadership l Operational Efficiency

EDUCATION & CERTIFICATION

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