

# Corey Stone

## Lead Product Designer, Founder, & 0-1 Strategist

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I'm an action-biased ambiguity-loving product designer who simplifies complexity and streamlines inefficiency. I'm open to remote PD roles on early-stage social-good or productivity-related products on a fast-paced team of 1-3 designers.

### SUMMARY

- 2 decades in B2B & B2C EdTech, HealthTech, and productivity
- Founded 7 apps plus work at Series A, B, and pre-seed startups
- On the side, coached a college cheer team to 4th in the country
- Mainly super-IC work, but led and managed a small team for 2 years

### WORK EXPERIENCE

#### Chegg Skills – Senior Product Designer

EdTech, Mar 2022 - Present

- Increased on-schedule student count 8% through behavioral design
- Reduced staff task-time 75% with AI-powered student overview
- Led generative, evaluative, and AI-based user research and testing
- Created vector-based animations in Rive.app to add UI delight
- Assisted with product strategy and process improvements
- Managed and mentored a junior designer

#### SchoolLinks – Senior Product Designer

Series A, May 2021 - Mar 2022

- Rapidly created low-fi and high-fi designs for their EdTech startup SaaS
- Improved the Figma design system with the 3-person design team
- Led the creation of personas and User Council for usability testing

#### Owl Health – Senior UX Designer

Series B, Aug 2019 - May 2021

- Sole designer for clinician's B2B SaaS and responsive patient UI
- Designed product vision concepts to help raise \$15M Series B funding
- Created and maintained the design system to speed development

#### ACT – Senior Product Designer

EdTech, Aug 2016 - Aug 2019

- Reduced ACT test registration time from 30 to 7 minutes for 3m students/yr
- Improved usability of several student learning and testing applications.
- Created and prototyped a credential-based 2-sided job market SaaS

- Co-created and maintained ACT design system in Axure
- Helped establish a user-centered design process

**Kleinfelder – UX Specialist**

Civil Eng, Aug 2013 - Aug 2016

- Led user research and redesign to decrease delays in enterprise billing processes
- Improved completion rates and reduced process times on internal Health & Safety SaaS
- Redesigned Intranet to improve info delivery with behavior-driving dashboards
- Reduced staff task time with a 0-1 much-loved "Project Hub"

**University of Kansas – Lead UX Designer & Digital Team Manager**

EdTech, Aug 2006 - Aug 2013

- Led redesign and information architecture of the million-page KU.edu web presence
- Designed award-winning Admission site, home page, and responsive templates
- Wrote design guidelines and gave usability guidance to campus units
- Managed a small team of 3 digital content producers

**Cerner/Oracle – Senior Visual Designer**

HealthTech, Aug 2004 - Aug 2006

- Designed intuitive efficient task flows, UIs, and visuals for medical SaaS EMR
- Initiated a new global navigation system for the medical chart that doctors loved

**EDUCATION**

- **Industrial Design BFA**, University of Kansas 1997
- **Ergonomics / Biomechanics / Exercise Science MS**, University of Iowa 2000
- **Seth Godin’s altMBA**, Month-long online workshop 2017
- **Irrational Labs’ Behavioral Design Bootcamp** 2023
- **Deque’s Web Accessibility Certification** 2023

**SKILLS**

Product design, product strategy, UX/UI design, visual design, writing, branding, user research, usability testing, design thinking, task flows, personas, journey mapping, storyboarding, wireframing, product management, Figma, design systems, Axure RP, advanced prototyping, HTML, CSS, Rive animation, Jira, Agile