

Corey Stone

LEAD PRODUCT DESIGNER

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I'm an entrepreneurial full-stack Product Designer with over 20 years' experience designing best-in-class B2B and B2C responsive SaaS, web, and native apps in the EdTech, Health, and assessment spaces, plus founding 7 of my own products. I can make the complex seem simple, and I'm an empathetic "idea guy" who's always thinking of ways to improve a product.

WORK EXPERIENCE

SchoolLinks.com, Remote / Austin, TX

Senior Product Designer, 05/2021 – present

- Rapidly creating and documenting low-fi and high-fi designs for their EdTech SaaS.
- Helping the 3-person design team improve and augment the Figma design system.
- Leading the creation of personas and User Council for usability testing.

Owl.Health, Remote / Portland, OR

Senior UX Designer, 09/2019 – 05/2021

- As the sole designer at the startup, I lead the UX, UI, & visual design for Owl's behavioral-health-tracking SaaS web app and responsive patient interface.
- Created and maintained the design system to speed development.
- Envisioned product concepts that helped raise \$15M in Series B funding.
- Established a user-centered agile design process.

Corey Stone LLC, Lawrence, KS

Founder/Designer, 10/2014 – Present

- Founded, designed, managed contract development, launched, branded, and marketed 7 native mobile apps and several small web services, including herokeyboard.com, mixplayapp.com, and stopthegroover.com

ACT.org, Remote / Iowa City, IA

Senior Product Designer, 12/2016 – 09/2019

- Reduced ACT test registration time from 30 to 7 minutes by redesigning the responsive eCommerce process used by 3 million students per year. Work included user research, advanced prototyping, writing, visual design, and usability testing.
- Co-created and maintained the ACT design system to speed development and increase design consistency within the team.
- Improved the usability of several student learning and testing applications.
- Created and prototyped a credential-based 2-sided job market SaaS.
- Helped establish a user-centered design process in a SAFe agile process.

Kleinfelder, Remote / San Diego

UX Specialist, 09/2013 – 12/2016

- Redesigned an internal enterprise Health & Safety SaaS web app that improved completion rates and reduced in-process time. Work included user research, UX/UI design, flow improvements, and usability testing in an agile process.
- Led a user research effort to improve internal billing processes, then prototyped short-term and long-term design solutions that increased revenue by decreasing billing and contract delays.
- Designed a much-loved internal enterprise "Project Hub" that improved productivity by enabling staff to find project status and documents much faster.
- Redesigned Intranet to improve info delivery with behavior-driving dashboards.

University of Kansas, Lawrence, KS

Lead UX Designer & Digital Services Team Manager, 09/2006 – 09/2013

- Led the redesign and information architecture of the million-page KU.edu web presence into a new responsive Drupal-based CMS.
- Designed the home page, main pages, mobile-friendly responsive unit templates, and Admissions site that won a CASE Gold award.
- Wrote design guidelines and gave usability guidance to campus units.
- Designed a Google Maps-based interactive campus map.

Cerner, Kansas City, MO

Senior Visual Designer, 08/2004 – 09/2006

- Designed intuitive efficient task flows, user interfaces, and visuals for Cerner's medical SaaS EMR applications in an existing design language.
- Initiated a new global navigation system for the medical chart, which received very positive feedback from doctors.

EDUCATION

- **Industrial Design BFA**, 1997, University of Kansas, 3.6 GPA
- **Ergonomics/Biomechanics/Exercise Science MS**, 2000, Univ. of Iowa, 3.7 GPA
- **Seth Godin's altMBA**, 2017, Month-long online workshop.

SKILLS

My skills span the full user-centered design process, including user research, design thinking, task flows, persona creation, journey mapping, storyboarding, wireframing, product design, product vision, product management, user experience design, user interface design, visual design, branding, HTML, CSS, writing, advanced prototyping, usability testing, and some animation. My tools include Axure RP, Figma, Sketch App, Adobe CS, Photoshop, Illustrator, Jira, and Agile processes.