

COREY LANDERS

UX STRATEGIST
INTERACTION DESIGNER
UX RESEARCHER

SUMMARY

A creative strategist at heart, I aim to understand people's real problems and then collaborate with teams to find interesting and awesome solutions. Whether designing a new blog writing platform for content writers, leading team design studios and research synthesis workshops, or guiding the information architecture for a microsite, I want to create holistic and incredible experiences that enhance other people's own stories.

EXPERIENCE

THE HOME DEPOT

Senior UX Designer — Enterprise UX

Atlanta, GA

April 2017 - Present

Led the user experience strategy and design for the Content Management team, introducing a design-thinking mindset and user-focused research to my product team.

Projects included:

- Redesigned a layout/page manager that creative designers used to build most of the content pages on HomeDepot.com. With the redesign, we reinforced brand standards and reduced user error by creating a more structured, simpler interface — all while maintaining our creatives users desire for flexibility and creativity.
- Designed from the ground up an entirely new way of writing article/blog content that allowed content writers to input content without worrying about formatting or design. This reduced production time from a few hours to just under 20 minutes. The interface also enabled the article content to be treated as basic data that could be reused and distributed anywhere (not just the blog) regardless of the channel.

FITZGERALD & CO ADVERTISING

Jr. Brand Strategist

Atlanta, GA

Jan. 2014 - Dec. 2016

Primary role was to inspire our creative teams in developing relevant ad campaigns by connecting user insights with clients' business objectives. Key projects included:

- Led the marketing strategy development for a B2B SaaS startup in the marketing automation industry, which included conducting IDIs and a quant study to inform pain points.
- Repositioned regional bank brand to inform creative direction for 2017 Super Bowl TV spots, using segmentation study and small business research to develop creative strategy.

EDUCATION EXPERIENCE

GENERAL ASSEMBLY

User Experience Design Student

Atlanta, GA

Dec. 2016 - Mar. 2017

10 week, full-time career accelerator with 600+ hours training program covering a full range of UX skills, tools, techniques and methodology. Worked individually and collaboratively in an agile structure for the following projects:

CLUE PARTY Mobile Game

Transformed the board game CLUE into a murder mystery dinner party game with a companion mobile app. Used game design theory and UX techniques to create new game rules to match mobile app, ultimately developing an interactive animated prototype.

PARTY PARENT Startup Website

Collaborated with team to design the primary planning tool experience and vendor directory for an emerging startup in the party planning industry. Based on just an initial concept, my role focused on the overall product & experience strategy, usability testing, and final interaction design for the planning tool.

CONTACT

EMAIL

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LINKEDIN

linkedin.com/in/coreylanders

WEBSITE

thecoreylanders.com

SKILLS

INFORMATION ARCHITECTURE

Experience organizing information and content strategy, using methods such as card sorting, site mapping and wireframing.

USER RESEARCH

Experienced in leading user research initiatives, both qualitative and quantitative (in-depth interviews, focus groups, usability testing, & surveys).

INTERACTION/UX DESIGN

Experience wire-framing & designing user-interfaces using prototyping/design tools such as Sketch, InvisionApp, Principle, and Axure RP.

PRESENTATION & FACILITATION

Skilled presenter with experience communicating ideas, research, and strategy to a variety of stakeholders, as well as leading discovery & design workshops.

EDUCATION

GENERAL ASSEMBLY

User Experience Design Immersive
2016 - 2017

TCU - NEELEY SCHOOL OF BUSINESS

Bachelor of Business Administration
Marketing major
History & Asian Studies double minor
2009 - 2013