Gregory Cooks

Lead Product Designer

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A designer with 10+ years who is an accomplished professional with a robust history of spearheading user-centric design initiatives across diverse industries, delivering intuitive and engaging user experiences. Cross-disciplinary design expert with extensive experience in product design, UX/UI design, animation, and multimedia design. Proven ability to deliver user-centric solutions that prioritize intuitive and engaging user experiences. Proficient in industry-standard design tools and software, with a holistic approach to creative projects. A creative problem solver adept at developing innovative solutions to complex design challenges. Collaborative team player, skilled in working within multidisciplinary teams to create compelling visual narratives through animations and multimedia.

Areas of Expertise

- User Research & Testing
- Technical Proficiency in Design Tools
- User Experience (UX) Design
- **Virtual Reality (VR)**

- Project Management
- HTML, CSS, JavaScript
- Product Vision Execution
- **Augmented Reality (AR)**

- Agile Methodologies
- User Interface (UI) Design
- User-Centric Design
- **VR/AR Content Designers**

Professional Experience

TCS, Scottsdale, AZ, 11/2023 - 10/2024
Lead Product Designer

Drove strategic design transformation in an agile healthcare startup, delivering user-centric solutions that benefited both healthcare professionals and patients. Launched impactful design concepts for new healthcare products, exploring innovative directions through detailed sketching and visualization. Enabled seamless product execution by collaborating closely with engineers to bring design ideas to life effectively.

- Enhanced user experience through iterative validation by conducting thorough research and prototyping to refine solutions.
- Strengthened cross-functional synergy by partnering with teams across design, engineering, product management, marketing, and sales to align on product goals.
- Successfully led the end-to-end design of a new banking and payment processing platform, working with developers, product managers, and stakeholders to ensure smooth integration of complex features.
- Delivered a robust, user-friendly platform that significantly streamlined banking operations, showcasing leadership, innovation, and the impact of cohesive teamwork in achieving complex objectives.

Mana Digital Media, Chandler, 04/2021 - 11/2023
Senior UX/UI Designer

Resolved complex design challenges across various client projects, focusing on application design and corporate branding. Developed and communicated innovative design concepts for new product initiatives, ensuring a user-centric approach to UX/UI. Fostered a dynamic consulting environment, embracing project variety and applying a holistic design methodology. Engaged in extensive sketching and visualization to explore potential design directions, followed by rigorous research and prototyping to validate and refine product ideas.

- Led a comprehensive redesign of a major client's e-commerce platform, resulting in a 30% increase in conversion rates.
- Reduced bounce rates by 25% within three months post-launch through user-centric design improvements.

- Conducted thorough user research, wireframing, and prototyping to enhance site usability and accessibility.
- Championed a user-focused design philosophy, significantly improving client product engagement and satisfaction.

Precision Graphics, Mesa, AZ, 01/2021 - 06/2021
UX Designer / Front-end Web Developer

Managed cross-functional teams to deliver visual products for social media and comprehensive brand marketing campaigns. Orchestrated the design and development of messaging documents, including scripts, videos, photos, and graphics. Pioneered strategic design initiatives, fostering an agile environment within a print shop setting. Conducted thorough research and prototyping to validate and refine product ideas. Utilized HTML and CSS expertise to meticulously edit and enhance websites, ensuring user-centric interfaces. Oversaw DNS record management and website deployment, providing reliable technical solutions for client projects.

- Spearheaded the development of a user-friendly online ordering system, resulting in a 25% surge in online orders and garnering positive customer feedback.
- Ensured seamless functionality and integration of modern design elements during website enhancements, improving the overall customer journey.
- Collaborated closely with the development team to deliver an aesthetically pleasing and intuitive interface for the company's digital presence.
- Led a significant strategic design project, contributing to the company's reputation as an innovator in user experience design.

RWS, Scottsdale, AZ, 03/2014 - 01/2021
Account Manager / Graphic Artist / Front-end Web Designer

Edited websites using advanced HTML and CSS techniques to enhance user experience and maintain modern aesthetic standards. Managed DNS records and ensured seamless website deployment, consistently achieving optimal site performance. Oversaw client relationships, providing exceptional service and strategic guidance to maintain and grow accounts.

- Led a comprehensive digital overhaul for a major client, resulting in a 40% increase in online traffic and a 25% surge in customer inquiries.
- Balanced multiple roles, delivering a significant revamp of branding materials and website design under stringent deadlines.
- Executed a user-centric approach to front-end design, ensuring intuitive navigation and engaging user interfaces.

Card Jolt, Gilbert, AZ, 09/2010 - 03/2014
Junior Web Designer

Created wireframes and visual designs for multiple devices, enhancing user experience and interface across the company's digital assets. Collaborated with technical and creative teams to refine concepts and ensure design alignment with project goals. Employed user research and analytics to inform design decisions, focusing on intuitive and engaging user interactions.

- Instrumental in the design and launch of a new e-commerce platform feature, resulting in a more user-friendly and visually appealing experience.
- Improved site navigation and mobile responsiveness, contributing to a seamless user journey across various devices.
- Integrated user research findings into design enhancements, elevating the usability and aesthetic appeal of web pages.

Additional Experience

Junior Web Designer at Thomson Micromedex— Greenwood Village

Maintenance Tech at Air Force Material Command, Egress— Edwards Air Force Base

Education

BA in Media Art & Computer Animation
Art Institute of Colorado

Certificate in Developing AR/VR/MR/XR Apps with WebXR, Unity & Unreal
University of Michigan

Applications

Jira / Confluence / WordPress / Microsoft Office / Blender / Maya / 3ds Max / Unreal Engine / Unity / Figma / Adobe Creative Cloud / Framer / Google Analytics / Google AdWords