Crystal Cobb

UX DESIGN **|** PRODUCT DESIGN **|** VISUAL DESIGN

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ABOUT ME

I'm a passionate, multifaceted design leader with a knack for storytelling and specializing in UX, Product, and Visual Design. I have extensive experience crafting high-interaction, visually engaging digital experiences and end-to-end products.

EDUCATION

UI/UX Design Certification,
Interaction Design Foundation

B.A. in Visual Communications,
University of Texas-Arlington

B.S. in Health Science,
Texas Southern University-Houston

INDUSTRIES

Retail, E-Commerce
Banking, Finance
Technology
Real Estate

KNOWLEDGE

Design Thinking, Interaction Principals
Product Development
User Flows, Wireframes, Prototypes
User Research, Personas
Testing (User, Usability, A/B)
Business Metrics, KPIs
Agile Methodologies
Scrum Process
Lifecycle Management
HTML, CSS

TOOLS

Adobe Suite (Xd, Ps, Ai, Id, Lr)
Figma, FigJam
Sketch, Abstract, Invision
Jira, Confluence
TFS

WORK EXPERIENCE

Dell Technologies, UX Product Designer — 2021-2024

• Directed strategic decisions with project managers, stakeholders and engineering teams to define, develop, and refine multiple products and design outcomes for short and long-term business goals using analytics and feedback surveys.
• Enhanced software interfaces and interactions across web, resulting in higher customer satisfaction, a 7% increase in end users utilizing automatic updates, and engagement scores for the consumer and enterprise client experience.
• Led the product development and launch of Dell's Support Video Library, improving visual design and architecture, which increased weekly traffic by 8% and boosted the customer satisfaction score from 61.4% to 62.2%.
• Conducted user research and testing on user flows, prototypes, and products to measure iterative improvements and areas of opportunities.

usBank, UX Interaction Designer & Architect — 2020-2021

• Transformed usBank's traditional 40 page paper application into an efficient, streamlined digital experience within the mortgagee portal, enhancing customer satisfaction and reducing intake time and costs.
• Produced wireframes and prototypes to enhance usability, with a focus on elevating accessibility to comply with WCAG standards for mortgage service pages within the usBank's UI design system.

D.R. Horton, UI/UX & Web Designer — 2019-2021

• Created user-centric design solutions for mobile and app platforms, to increase site interaction and drive engagement to sales centers.
• Conducted user research, interviews, and usability testing at sales centers to uncover site interaction issues and improve the user journey.
• Developed user flows, wireframes, and prototypes to communicate and demonstrate site solutions and multi-point enhancements to stakeholders, team members and development team.
• Maintained the organization's internal intranet WordPress site, ensuring implementation of design style standards and important communications.

Neiman Marcus, Lead Web & Editorial Designer — 2015-2019

• Worked closely with marketing teams and creative directors to enhance the NM site experience and developed creative solutions for customers in store and on mobile applications.
• Collaborated directly with content managers, marketing teams, and creative directors to develop innovative solutions to drive traffic to in-store activations, and engage consumers online, integrating UX principles to enhance user engagement.
• Led the creation of editorial online magazines and promotional consumer emails to boost site traffic and brand awareness.
• Managed schedules and deadlines for quick turnarounds, ensuring timely delivery of assets to production and development teams.