

# RICK CORNETT

www.rickcornett.com

+1. 646. 345. 7552  
rick@rickcornett.com

## SUMMARY

- Award-winning designer of enterprise applications and consumer digital products across all devices.
- Leadership and expertise across all UX phases: User Research; Product Strategy, Information Architecture, Wireframe, Visual Design, Motion, Prototyping and Creative Direction.
- Partner with executives, marketing, IT and product owners resulting in awards such as WEBBY and Nielsen Norman Groups 10 best Intranets of 2016.
- Areas of expertise include: UX for Big Data and Enterprise Complexity; Data Visualization; Ai; Mobile & Responsive UX; Vision & Innovation Concepts; Motion + Interaction Design

## DIRECTOR OF UX / UI | DOOR3

2014 - Current

- Leadership and hands-on design of enterprise applications and consumer digital products across all devices.
- Manage team of UX, Visual Design and Content Strategists.
- Assigning and evaluating work; Hire and grow high-performance design teams; Conducting performance evaluations; Mentoring and advising designers; Setting overall strategy and direction.
- Define and document UX Department best practices and processes.
- New project planning; define UX exercises and deliverables, scope time estimates and resource needs.
- Problem solving with departmental heads of Engineering, Project Management and Business Analysis.
- Clients include: American Museum of Natural History, Fresh Direct, Queens Library, NJIT, Quartz, Elsevier, CHUBB

### Achievements

- Awarded Nielsen Norman Group 10 Best Intranets of 2016.
- Led category expanding work across legal, higher education and library space. Work with global law firm attracted 10+ additional law firm clients that are amongst largest in the world.
- Replaced outdated UX department workflows with entirely new system across design tools, prototyping, presentation and design asset delivery.

## AWARDS

- 2016 Nielsen Norman Group Intranet Design Award
- 2013, 2012 Webby Nominee
- ECHO
- ADDY
- GDUSA American Web Design Award
- MARS Award: Best Creative Execution
- Horizon Interactive Award
- Foote, Cone & Belding Creativity Award
- Bronze Anvil, PRSA

## CLIENTS

- Adidas
- American Museum of Natural History
- Casio
- Chase Bank
- CHUBB
- Crayola
- Elsevier
- Fresh Direct
- Johnson & Johnson
- J.P. Morgan
- M&M'S
- NJ Institute of Technology
- Pfizer
- Queens Library
- Reebok
- Verizon

# RICK CORNETT

www.rickcornett.com

+1. 646. 345. 7552  
rick@rickcornett.com

*Continued*

## **CREATIVE DIRECTOR, DIGITAL** | **mcgarrybowen** 2011 - 2013

- Award-winning creative direction and hands-on design for multiple global clients including Chase Bank, Reebok, Crayola and JPMorgan.

Achievements

- Webby Awards Honoree, #2 Facebook App of the week.
- Led planning, visual design, user testing and implementation oversight of responsive redesign of www.jpmorgan.com
- Led identity design of Chase Banks award-winning social media program across both Digital and offline.

## **ASSOCIATE CREATIVE DIRECTOR** | **Tribal DDB** 2010 - 2011

## **ASSOCIATE CREATIVE DIRECTOR** | **IMC2** 2007 - 2010

## **ART DIRECTOR** | **Foote, Cone & Belding** 2003 - 2006

## **INDUSTRIES**

Insurance  
Financial Services  
Publishing  
Education  
Legal  
FinTech  
HealthTech  
Manufacturing  
Telecom  
Non-Profit  
Retail

## **METHODS, TOOLS & SKILLS**

Audience Analysis  
and Personas  
Content Strategy  
Card Sorting  
Competitive Analysis  
Heuristic Analysis  
Information Architecture  
Motion  
Site maps / flows  
Tree Testing  
User & Stakeholder  
Interviews  
Visual Design  
Wireframes

Sketch  
After Effects  
Adobe Suite  
Pencil and Whiteboard

## **EDUCATION**

Fashion Institute of  
Technology  
BFA, Design