

RICK CORNETT

www.rickcornett.com

+1. 646. 345. 7552

rick@rickcornett.com

DIRECTOR OF UX / UI | DOOR3

2014 - Current

- Manage a team of 8 UX, Visual Design and Content Strategists across enterprise applications, responsive websites & iOS/Android projects.
- Lead award-winning large-scale projects for global and domestic brands.
- Assigning and evaluating work; Hire and grow high-performance design teams; Conducting performance evaluations; Mentoring and advising designers; Setting overall strategy and direction.
- Document and establish UX Dept. best practices and processes.
- Oversight and hands-on contribution to full lifecycle of the UX process; Discovery & research, strategy, information architecture, wireframes, visual design, motion, prototyping.
- New project planning; define UX exercises and deliverables, scope time estimates and resource needs.
- Collaborate with Engineering, Project Management and Business Analysis heads to problem solve.

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 amongst largest in the world.
- Replaced outdated design department workflows with entirely new system across design tools, prototyping, presentation and design asset delivery.

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.

AWARDS

10 Best Intranets of 2016 - Nielsen Norman Group Intranet Design Annual Award

Webby 2013

Webby 2012

ECHO

ADDY

MARS Award: Best Creative Execution

Horizon Interactive Award

Foote, Cone & Belding Creativity Award

Bronze Anvil, PRSA

EDUCATION

Fashion Institute of Technology

BFA, Design, 1998

CLIENTS

Adidas;
American Museum of Natural History;
Barilla; Cadwalader; Casio;
Chase Bank;
CHUBB; Crayola; Elsevier;
FinTech Startup;
Fresh Direct;
Johnson & Johnson;
J.P. Morgan; M&M'S;
New Jersey Institute of Technology;
Pfizer; Queens Library;
Reebok; Verizon

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Continued

ASSOCIATE CREATIVE DIRECTOR | Tribal DDB
2010 - 2011

ASSOCIATE CREATIVE DIRECTOR | IMC2
2007 - 2010

SR. ART DIRECTOR | Foote, Cone & Belding
2003 - 2006

METHODS, TOOLS & SKILLS

Audience Analysis
Lean Canvas Strategy
Brand & Creative Discovery
Content Strategy
Pencil / Whiteboarding
Card Sorting
Tree Testing
User Research (all methods)
Persona Development
UX Audit
Competitive Analysis
Information Architecture

Site maps / flows
Wireframes
Visual Design
Brand Identity
Motion

Sketch
After Effects
Adobe Suite