

# CORY WRIGHT

## Senior UX Designer & AI Specialist

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corydwright.com

With over 25 years of design experience—including 10+ years in UI/UX, Product Design, and Interaction Design with a recent specialization in Generative AI—I bring a unique blend of creativity, focused technical proficiency, and leadership. Passionate about solving complex design challenges through systems thinking, cross-functional collaboration, and solving problems while excelling in crafting intuitive, innovative solutions that drive user delight, business goals, and success.

## Work Experience

Aug 2014 - June 2024

### Senior User Interface/User Experience Designer

INSP Television Network

**Design Leadership:** Led design initiatives for multiple company websites, crafting intuitive, user-focused, and engaging interfaces using Figma and other prototyping tools. Consistently demonstrated business objectives alignment in building design.

**Strategic Vision:** Defined design strategies and product visions, effectively communicating with senior executives through compelling storytelling, presentations, and facilitation of brainstorming sessions

**Generative AI Integration:** Pioneered the use of Generative AI in design processes, utilizing tools like MidJourney, ChatGPT, and ElevenLabs to create realistic product imagery and innovative content.

**User Advocacy:** Took a data-driven approach to conducting UX research and analyzed content including audience analysis, usability testing, and A/B testing, to inform data-driven design decisions that enhanced user experiences, achieving key insights in user requirements.

**Cross-Functional Collaboration:** Worked closely with product managers, engineers, and marketing teams from ideation through implementation, ensuring cohesive and successful product launches, and demonstrating partnership, interpersonal skills, and a focus on team collaboration.

**Design Presentation:** Presented detailed design documentation of design work to key stake-holders showing how both quantitative and qualitative data led to the design decisions.

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2011-2014

### Creative Director and Founder

dpi

Provided graphic design and web design services using current content management systems to help with small business growth.

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2008-2011

### Senior Vice President of Creative

TASTE

## Education

### Bachelors in Digital Media & Technology

Washington State University - Richland, Washington

## Key INSP Achievements

- Boosted sales and customer engagement at ShopINSP.com through innovative AI-driven design solutions resulting in successful business objective, growth and enhancing business strategies.
- Improved efficiency and quality of digital offerings by integrating cutting-edge AI technologies resulting in a competitive advantage.
- Recognized for excellent communication skills and the ability to articulate complex design strategies to stakeholders at all levels.
- Cablefax Faxies 2023 & 024 Marketing Team of the Year

## Key Skills

### Design & Strategy

- Visual Design Strategy & Vision Crafting
- User Advocacy & Data-Driven Design
- Systems Thinking & Complex Problem Solving

### Leadership & Collaboration

- Leadership & Team Mentorship
- Cross-Functional Collaboration
- Facilitating Brainstorming Sessions

### AI & Technology Integration

- Generative AI Integration
- AI Technologies: MidJourney, ChatGPT, ElevenLabs

### Prototyping & Tools

- Prototyping & Wireframing
- Design Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, Blender
- Prototyping, Wireframing, Systems Thinking, Agile

### Communication & Storytelling

- Storytelling & Presentation Skills