CD

Corey DeVore

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Professional Summary

UX and Digital Experience Designer specializing in user-centered design, digital strategy, and conversion optimization. Experience in transforming complex customer journeys into intuitive, accessible experiences through UX research, interaction design, and performance analytics. Proven ability to collaborate across marketing, sales, and technical teams to deliver scalable digital solutions that improve usability, engagement, and business outcomes.

Work History

Delta Dental Of Virginia - UX Designer & Digital Experience Manager
Virginia
Mar 2023 - Current

- Lead UX design and ongoing optimization of digital experiences for members, employers, brokers, and providers, defining user journeys, navigation patterns, and responsive interfaces across web properties.
- Facilitated focus groups with internal stakeholders to gather requirements and frontline customer feedback; synthesized themes into UX recommendations and presented findings and design rationale to leadership.
- Designed an interactive small-business plan-discovery and quote-request experience, offering guided plan exploration and direct sales-contact pathways to reduce complexity in product selection.
- Created broker-facing UX concepts for guided plan recommendations and improved resource discovery, translating business objectives and technical constraints into user flows and interactive designs.
- Used usability testing and GA4 analysis to guide improvements; reported a 20% rise in task completion and 25% higher click-through rates on key pages.
- Directed accessibility improvements informed by WCAG and Level Access evaluations, increasing the reported accessibility health score from 64 to 84.
- Developed reusable style guidelines and component patterns to strengthen consistency and scalability; redesigned interactive resources, reporting 10% faster searches and 15% more resource-page visits.

Skills

UX Design: Interaction Design, User Flows, Wireframing, Prototyping, Responsive Design, Design Systems, Information Architecture

Research & Strategy: Usability Testing, UX Research, Journey Mapping, Competitive Analysis, User-Centered Design, Data-Informed Decision-Making

Accessibility & Optimization: WCAG Accessibility, Accessibility Auditing, Conversion Optimization, Behavioral Analytics, A/B Testing

Tools: Figma, Jira, Adobe Creative Cloud, Ceros, Miro, Magnolia, Loveable AI, Claude Code

Education

Dec 2018
Lynchburg College
Lynchburg, VA
Bachelor of Arts: Political Science

- Partnered with Marketing, Sales, Product, Compliance, and technical teams to translate feedback and operational requirements into digital enhancements and implementation priorities.

Indeed - Dedicated Client Success Specialist
Foster City, CA
Apr 2021 - Mar 2023

- Analyzed performance data, customer needs, and market trends to recommend optimizations to client-facing digital experiences and advertising campaigns.
- Communicated customer insights and product friction to Product and Engineering through Jira; recommended design improvements to company pages and workflows.
- Supported account performance and product adoption initiatives, contributing to an 86% revenue retention rate.

Bonfire - Pre-launch Coach
Glen Allen, VA
May 2019 - Apr 2021

- Spearheaded a Customer Experience Council to address and resolve customer complaints and issues as well as track feedback to improve and shape our processes and policies.
- Acted as a voice of the customer by proactively uncovering and communicating trends and insights to cross-functional stakeholders which lead to new product and feature adoptions.
- Created supportive help center articles, glossary terms, and other resources to deliver product knowledge to all Bonfire customers and employees.
- Conducted competitive research and worked with customers, support, and engineering teams to resolve product experience issues.
- Ensured seamless communication and task management by utilizing project management platforms.
- Collaborated with our customers and technical support teams to troubleshoot technical issues and partnered with our engineers to resolve issues.

Awards

- Core Values Award for Innovation, Delta Dental of Virginia (2023).
- Brand Builder Award, Delta Dental Plans Association (2024).