Corey Hale

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About me

I find joy in solving problems as an empathetic and passionate advocate for users, while balancing solutions that meet both business goals and customer needs. My career in UX has spanned start-ups and large-corporate environments: from simplifying complex enterprise software, empowering cloud infrastructure management, to designing seamless tax tracking and filing experiences. I'm an avid enthusiast of design systems and establishing patterns of reuse to create familiarity and ease for users. I especially enjoy collaborating and ideating with inclusive and diverse groups of cross-functional problem solvers.

Work experience

Thomson Reuters

Location
Dallas, TX

Industry
Legal, tax, & accounting

Senior UX Designer

Oct 2017 to Present

- Worked closely with product leadership to design elaborate testable prototypes and delivered development guidelines for multiple agile scrum teams to standardize and modernize ONESOURCE Income Tax software, successfully implementing the latest design system front-end frame work.
- Founding member of pan-TR design system team that identified and consolidated landscape of component libraries, and established goals of new system by interviewing all relevant stakeholders and consumers.
- Workshopped with product leaders to capture North Star vision and conceptualize dashboard for Legal Center, effectively exposing and cross-selling relevant legal suite products to users.
- Led end-to-end design of Property Tax, including research and discovery phase, interviewing internal stakeholders and external users to align goals and prioritize roadmap. Designed navigation and filtering framework, introduced consistent interaction patterns to similar data sets across Property Tax, delivered wireframes and testable prototypes for entirety of the product experience: dashboard, filters, data import, reports, views, contacts, admin, tools, and support.
- Facilitated and led design reviews and critiques to introduce design governance, ensure stake-holder acceptance of delivered solutions, helping to coach and mentor designers in presentation skills.
- Helped to shift design organization to a dedicated Pod structure within IndirectTax, collaborating directly with peers from content, research, accessibility, producers, and engineering - meeting with product leaders to define and prioritize feature roadmap for 2022.
- Led the creation and maintenance of component library in Axure for use across tax design org.

AT&T

Location
Dallas, TX

Industry
Telecom & technology

Senior UX Architect

June 2016 - Oct 2017

- Synthesized landscape of ordering experiences across eBiz products to establish a standard ordering flow-diagram to speed design and development of new products and features.
- Worked with product owners, solution architects, and tech leads to design, test, and ship new ordering features for Switched Ethernet on Demand, allowing users to self manage their network directly on Business Center, drastically reducing support call volume.
- Represented eBix UX in "petri-dish" design sprint delivering a next-gen ticketing and uCPE ordering concept to champion the value of design thinking methodologies through rapid prototyping and testing.
- Created micro-frame library for use across design org resulting in quicker understanding of interaction flows with cross-functional peers, thus reducing design churn.
- Utilized customer journey mapping exercises to expose user pain points across B2B product experiences and identify areas of interconnectivity to simplify product offering to product and design executives.
- Collaborated across UX work streams with cross-functional partners to establish proof-of-concept designs for high-profile FlexWare Solution Template initiative, pushing a tools-and-workspace web-app experience.
- Ensured design system standards, 508, and W3C guideline adherence in all design deliverables.

Internap

Senior Visual Designer

Sept 2014 to May 2016

- Designed and distributed thorough brand guidelines for use across all customer touchpoints.
- Standardized reusable brand elements and championed design system across product, marketing, and digital.
- Worked closely with engineering and development partners to create, document, and maintain a UI component library to speed up development of new features and initiatives.

Location
Dallas, TX
New York, NY

Industry
Internet
Infrastructure

UI, Visual Designer

Sept 2012 to Sept 2014

- UI designer on start-up agile UX team (Voxel) owning end-to-end experiences and shipping products in a fast-paced cross-functional environment.
- Responsible for designing user-centered interfaces and establishing reusable component library for single-pane-of-glass enterprise infrastructure management portal for hosting, support, ticketing, and billing.
- Designed and guided development of fully responsive marketing sites showcasing global data centers for international users.

Education

BFA, Graphic Design

Abilene Christian University | Honors

Skill set

Expertise
- Design thinking tools & methods
- Wireframing & prototyping
- Ideating & solutioning
- Defining requirements & success criteria
- Owning end-to-end design process

Soft skills
- Cross-functional collaboration
- Facilitating workshops and ideation
- Effective communication & presenting
- Strategy, planning, & prioritization
- Mentorship, leading, & coaching

Tools
- Figma, Axure, Sketch, Abstract
- LucidChart, LucidSpark, Miro
- AdobeCC
- Microsoft365
- Jira, ADO

Personal interests

Family
We live our best life as often as we can, and it gets wild with four boys under 7. Enjoying time outdoors playing and gardening is where you'll find us.

Sports
Tennis has long been my biggest passion, having played juniors, and NCAA at ACU. Sports mirrors life in presenting many challenges and opportunities for personal improvement.

DIY
Maintaining a home and molding it into a space we enjoy being in has led me to woodworking and furniture building. We're constantly juggling multiple projects while planning the next.

Food & drink
Enjoying food is arguably the best part of life, as is coffee. I'm always on the search for small local roasters to try.