



KORI M. MAUGHMER

USER EXPERIENCE DESIGNER

✉ korimaughmer.com

ABOUT

User experience design leader with a background in advertising and graphic design. Leveraging over 10 years of experience, I solve problems by figuring out the why, and focus on delivering creative solutions that put the user first.

WORK EXPERIENCE

YETI

Design Director | Aug 2016 - Present

Head of design department overseeing all personnel, process, strategy, and client satisfaction. Responsible for planning, scoping, and directing design for projects in a range of technologies including touch screens, IoT, virtual reality, and web and mobile experiences.

ECHOUSER

Senior Experience Designer | Mar 2015 - Aug 2016

Experience Designer | Feb 2013 - Mar 2015

Deliver engaging and intuitive experiences for an array of businesses from startups to Fortune 500 companies. Project and team lead for engagements involving mobile apps, enterprise configuration tools, content management systems (CMS), and consumer facing applications. Clients have included ByteCubed, Gooru, Google, Juniper Networks, and NetApp.

YELP.COM

Lead Designer | Aug 2009 - Feb 2013

Hired and led the design team dedicated to advertising and marketing while the business grew from just over 200 employees, through IPO, and ultimately supported over 2,000 people globally. Involved in design efforts including projects in web, mobile, marketing, advertising, public relations, swag, apparel, and interior design.

ENGINE COMPANY 1

Freelance Designer | Apr 2008 - Mar 2009

Responsible for graphic design, advertising, and production. Clients included California Pizza Kitchen, Catholic Healthcare West, KGO 7, Rubio's Fresh Mexican Grill, and The San Francisco Food Bank.

FREELANCE

Brand & Production Designer | Jan 2006 - Apr 2008

Worked with numerous agencies including Boombang, Fresh Public, Firewood, and Mekanism. Clients included Bath & Body Works, Bayer, The Captain Planet Foundation, San Francisco Municipal Transportation Agency, Slim Jim, and Washington Metropolitan Area Transit Authority.

CONTACT

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TOOLKIT

Illustrator
InDesign
Photoshop
Acrobat
OmniGraffle
Sketch
Keynote
PowerPoint
Word
Slack

SKILLS

Strategic Design Thinking
Creative Direction
Project Management
Conceptual Modeling
User Flows
Heuristic Evaluation
Mind Mapping
Storyboarding
Information Architecture
Wireframing
Journey Mapping
Usability Testing
Interviewing
Iconography
Print Production
Illustration

EDUCATION

THE CREATIVE CIRCUS

Graphic Design
Sep 2005 - Dec 2007

PENN STATE UNIVERSITY

B.A. in Advertising
B.A. in Integrative Arts
Minor in Business
May 2001 - Aug 2005