

Joey Cordes

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My objective is to combine design methods with business fundamentals to solve compelling user challenges in a fast-paced environment.

EDUCATION

Master of Product Development

Carnegie Mellon University, May 2011

Bachelor of Fine Arts

Carnegie Mellon University, May 2010
Industrial Design, minor in Architecture

SKILLS

Product and service design
User research & analysis
Creative problem solving
Sketching
Prototyping

TOOLS

Sketch + Framer
HTML / CSS
Omnigraffle
Adobe Creative Suite
After Effects
Solidworks

INTERESTS

Bridging business and creative strategy
New product development
Design research methods
Health and patient adherence
Sustainability
Internet of things

OUTSIDE THE OFFICE

Studio pottery
SF Bicycle Coalition Ambassador
Shotokan Karate student

EXPERIENCE

Kinsa Health User Experience Designer

Led mobile design and user research at this Series A startup with a big mission to keep families healthy. Hired and mentored designers. Worked with external partners on industrial design, packaging, and Sesame Street licensing.

April 2015 - October 2016 San Francisco, United States

The Home Depot Techshed

Senior User Experience Designer

Researched and designed an e-commerce mobile application for 500,000 professional contractors. Built a unique pro experience distinct from the DIY market. Led ideation of next-generation products and features.

User Experience Designer

Ran user research and designed flows for Redbeacon.com, a two-sided marketplace matching homeowners with contractors to complete home improvement projects. Ensured a clear and unified service experience across web, mobile, and real-world contexts. First hire after acquisition by The Home Depot.

March 2012 - April 2015 San Mateo, United States

GlaxoSmithKline Behavioral Science Research Intern

Researched, designed, and prototyped an adherence tool for Nicorette and Nicoderm CQ with a small team, continuing research from a graduate course. Delivered a comprehensive report including manufacturing and marketing plans.

May - July 2011 Pittsburgh, United States

Maywufa Pharmacies Service Design Intern

Designed a service to promote treatment adherence in type II diabetes patients for the largest pharmacy chain in Taiwan with a colleague and an advising PhD. Performed primary ethnographic research with patients and experts.

June - July 2010 Taipei, Taiwan

ACADEMIC EXTRACURRICULAR

Chicago Booth School of Business

Studied accounting, finance, marketing, capital markets, and competitive strategy at the University of Chicago's Summer Business Scholar Program.

July - August 2011 Chicago, United States