

CORA COWLES

Experience Design Director

I love a good experience. But more than that, I love leading teams to create things that people find useful and enjoyable.

WORK

HUGE, INC.
Jan 2020 - Present

EXPERIENCE DESIGN DIRECTOR

Lead a team of designers and user experience practitioners in the creation of digital products, experiences and applications

Pitch and assist with scoping for new business opportunities

Champion WCAG accessibility standards and inclusive design practices

HUGE, INC.
Aug 2018 – Dec 2019

ASSOCIATE EXPERIENCE DIRECTOR

Pitched new business

Led account-wide user experiences

Prototyped functionality and experiences

ORGANIC, INC.
Aug 2013 – Apr 2018

SENIOR USER EXPERIENCE ARCHITECT

Led account-wide user experiences

Architected and advocated for UX across all Kimberly-Clarke adult, feminine care, and baby care brands

Prototyped functionality and experiences

GENERAL MOTORS
Nov 2012 – Aug 2013

USER EXPERIENCE LEAD, MOBILITY

Led user experience effort for dealer sales and service apps

TEAM DETROIT
Sept 2011 – Oct 2012

USER EXPERIENCE ARCHITECT

Architected, designed and consulted on experiences for Ford, Lincoln and associated brands

QUICKEN LOANS
Jan 2007-Aug 2011

SENIOR USER EXPERIENCE ARCHITECT

Led User Experience program across entire company

EDUCATION


MS INFORMATION
2007

UNIVERSITY OF MICHIGAN - SCHOOL OF INFORMATION
Specialization: Human Computer Interaction

CLIENTS

Belle Tire
Consumers Energy
UnitedHealth Group
Carhartt
Poise
Depend
UbyKotex
Pull-Ups
GoodNites
Caesars Entertainment
Quaker
Pulte Group
Smuckers
General Motors
Ford
Lincoln
Ford Credit
Coll. for Creative Studies
Quicken Loans

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