

# COREY LAWRENCE

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## PROFESSIONAL SUMMARY

With over 6 years of experience in web development and 8+ years in marketing, I specialize in building scalable, user-centric solutions that bridge technical innovation with business goals. My expertise in React, TypeScript, and agile methodologies enables me to deliver high-quality features that enhance user experiences and drive measurable outcomes. Having led cross-functional projects, written strong user stories, and optimized processes, I excel at aligning product vision with customer needs. Explore my portfolio at [coreylawrence.me](https://coreylawrence.me).

## TECHNICAL SKILLS

- **Product Management:** Writing user stories, managing product roadmaps, process optimization, cross-functional collaboration, and supporting client implementations.
- **Frontend Development:** React, TypeScript, JavaScript (ES6+), HTML5, CSS3, SCSS.
- **Backend Integration:** Collaborating with teams to integrate Node.js APIs and optimize workflows.
- **UI/UX Design:** Enhancing user experience with usability testing, user feedback analysis, and WCAG compliance.
- **Agile Development:** Skilled in Scrum and Kanban workflows, CI/CD pipelines, and iterative development.
- **Testing & Debugging:** Experience with Jest, React Testing Library, and modern debugging tools.
- **Tools and Processes:** Git, Webpack, Vite, Babel, Visual Studio Code, Excel (advanced functions).

## PROFESSIONAL EXPERIENCE

### Frontend Engineer | Phonelo AI | Remote

May 2024 to Present

- Developed and maintained scalable front-end features using TypeScript and React for enterprise applications.
- Collaborated with product managers to translate requirements into actionable user stories and implement solutions.
- Ensured cross-browser compatibility and adherence to accessibility standards, delivering consistent user experiences.
- Conducted usability testing and analyzed user feedback to drive UX/UI improvements.
- Integrated Node.js APIs to facilitate seamless interaction between front-end and back-end systems.

### Marketing Specialist | Highland International | Boone, NC

Oct 2012 to May 2020

- Redesigned the company website to enhance responsiveness and user experience, increasing traffic by 300%.
- Conducted user research, analytics analysis, and SEO optimization to inform data-driven design decisions.
- Managed multiple projects, ensuring timely delivery and alignment with company objectives.
- Partnered with development teams to optimize user flows and improve customer engagement.

## PROJECT EXPERIENCE

### Comfort Airlines Aircraft Simulator ([View on GitHub](#)):

- Designed and implemented intuitive UI/UX features for a complex simulation tool using HTML/CSS/JavaScript.
- Conducted usability testing to refine workflows and improve overall user experience.
- Applied responsive design patterns and collaborated with developers to ensure seamless design integration.

### DevolveAI, An Intuitive, AI-Powered Decompiler ([View on GitHub](#))

- Developed a reverse-engineering tool with a dynamic interface to decompile executables into readable code.
- Integrated backend processing APIs and optimized front-end usability for enhanced functionality.
- Leveraged responsive design techniques and dynamic UI development to create seamless user interactions.

### Personal Music Player Progressive Web App ([Try it out](#))

- Built a mobile-first application with a focus on user experience and intuitive navigation.
- Designed and implemented responsive layouts and interactive UI elements using React.
- Conducted user testing and iterated on feedback to improve usability and accessibility.

## EDUCATION

B.S., Computer Science

High Point University

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Dear Stacy,

I'm thrilled to apply for the Product Manager role at Penguin. As a UI/UX Engineer at Phonelo AI, I've spent my career bridging technical solutions with user needs, helping build intuitive, scalable products in fast-paced environments. I'm eager to bring that experience to Penguin and contribute to your mission of delivering exceptional solutions.

At Phonelo, I work closely with cross-functional teams to design and deliver user-focused features, translating complex requirements into clear roadmaps. My responsibilities include writing user stories, managing product workflows, and ensuring seamless releases—all while balancing compliance and technical considerations. I thrive in startup settings, where adaptability and collaboration are key to driving results.

What excites me most about this role is the chance to work alongside Penguin's founding team, shaping the product vision and collaborating with stakeholders to drive meaningful impact. I'm passionate about creating exceptional user experiences and aligning them with business goals—a focus I believe is integral to Penguin's success.

I'd love the opportunity to discuss how my skills and experience can support your team. Thank you for your time and consideration, and I look forward to connecting soon.

Best regards,

Corey Lawrence

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