Cory Ehrenberg

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01
Objective

I'm a UX Designer and Directing Designer with almost two decades of experience in crafting exceptional user experiences. Throughout my career, I've had the privilege of having my work reach millions of users through collaborations I was lucky enough to take part in.

02
Qualifications

- Proven track record of developing and implementing successful creative strategies that align with business objectives.
- Strong knowledge of industry trends, emerging technologies, and consumer behaviors to deliver cutting-edge and effective creative solutions.
- Excellent communication skills, with the ability to collaborate with clients, stakeholders, and cross-functional teams to achieve desired outcomes.
- Exceptional team building and leadership abilities, fostering a collaborative and creative work environment while managing and inspiring diverse teams.

03
Experience

CaptiveOne Advisors, Wellington, Florida
Creative Director | Senior UX Designer, June 2013 - Present

- Lead the design process, including visual design, brand identity, and creative asset production.
- Provide strategic creative direction for various projects, campaigns, and initiatives.
- Collaborate with cross-functional teams to develop innovative ideas and concepts aligned with company objectives.
- Ensure consistent brand messaging and visual representation across all channels.
- Manage and mentor a team of designers, developers, and other creative professionals, fostering their growth and development.

Venture Plus Promotions, Wellington, FL
UX Director, March 2019 - June 2023

- Pioneered the development and establishment of the Venture Plus programs' brands, building them from the ground up into recognized and influential entities in the equestrian industry.
- Played a key role in developing and executing creative strategies for major advertising campaigns.
- Collaborated with clients to understand their objectives and developed compelling creative concepts.
- Led a team in executing campaigns across various media channels.
- Ensured consistency and quality of creative deliverables, including print ads, digital assets, video content, and promotional giveaways.
- Managed project timelines and budgets, ensuring projects were delivered on time and within scope.
- Conducted market research and analysis to identify consumer insights and inform creative decisions.

Develip, Wellington, FL
Senior Graphic Designer, August 2011 - June 2013

- Developed comprehensive branding strategies for multiple businesses, ensuring brand consistency across various touchpoints and marketing materials.
- Created visually appealing and impactful designs for logos, packaging, marketing collateral, and other brand assets.
- Collaborated with clients to understand their vision and translate it into compelling visual solutions that effectively communicated their brand identity.
- Led the front-end development and implementation of multiple websites, employing best practices in UX/UI design to enhance user experience and engagement.
- Worked closely with development teams to ensure seamless integration of design elements into functional websites and web applications.
- Managed print production processes, collaborating with print shops to source high-quality materials within budget constraints and tight deadlines.
- Assisted in the conceptualization, design, and development of iOS apps, working as part of a cross-functional team of developers to create intuitive and user-friendly interfaces.
- Conducted user research and usability testing to gather feedback and refine designs, ensuring optimal user experience for users.

04
Education

Google
UX Design Professional Certificate

Graphic Design Program | Florida Atlantic University
Fort Lauderdale, FL

05
Skills

Figma	User Experience
Adobe CC (Ai Id Ps Ae Xd)	User Interface
InVision	Branding + Identity
Unity	Creative Direction
CSS3 + HTML5 + jQuery	Typography
Google Docs Editors	Concept Development
Microsoft Office	Creative Strategy
Apple iWork Suite	Creative Communication

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References

References available upon request