

Collin Cousart

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UX Designer

collincousart.com Password: Cousart

Systems-minded UX Designer specializing in the end-to-end creation of intuitive and scalable digital products for B2B and B2C markets.

EXPERIENCE

Senior UX Designer

CubeSmart // July 2022 - Current // Malvern, PA

Spearhead end-to-end UX design, encompassing business requirements, user research, user testing into intuitive user flows, wireframes, and optimal high-fidelity prototypes for 3 websites, 1 intranet platform, and 1 mobile application.

- Collaborate with the SEO team to integrate user-centric design and copy updates, successfully boosting organic traffic by ~60% per web page.
- Lead Conversion Rate Optimization (CRO) initiatives, designing and executing A/B tests that improved usability and consistently increased conversion rates by an average lift of 4%.
- Ensure design fidelity and scope alignment by serving as the primary liaison between the UX and Web Development teams.
- Manage and ensure consistent web-related branding, ensuring content is WCAG AA compliant.
- Utilize generative AI to assist with user research, persona creation, prototyping, and asset creation.

Freelance Designer

Self // Sep 2022 to Current // Philadelphia, PA

- Delivered expert full-scope UX strategy and visual design solutions to a range of clients, notably Razzel Dazzel EM Event Management, Nuanced Podcast, and the Pennsylvania Academy of the Fine Arts.
- Created and executed a unified visual brand for performer Amy G. Dala across a series of event posters, driving consistent and recognizable promotion.
- Developed and produced key visual assets for the online reality series *Prometheus* (Season 2), including marketing collateral, brand guidelines, and dynamic in-show graphics.

Senior Marketing Admissions Counselor

PAFA // June 2019 to July 2021 // Philadelphia, PA

- Developed and executed user-focused email communication campaigns and diverse marketing strategies, increasing engagement by over 30%.
- Designed user-centric website content, including program pages, staff profiles, and event listings, utilizing Drupal 8 to meet specific user needs.
- Engineered responsive email templates using HTML5 and CSS, and optimized recipient targeting through descriptive SQL logic for improved campaign effectiveness.

Tools

Figma & Figjam

Miro

Adobe Creative Tools

Blender

LLMs & Generative AI

Monetate

Heap

Azure

Skills

Prototyping

Journey Mapping

Usability Research

Personas

Wireframing

User Testing

Web Design

Python

HTML

CSS

Javascript

EDUCATION

MSc Information Systems

University College Dublin
2022

BFA Fine Art

Pennsylvania Academy of
Fine Art
2018

Accessibility Design

Level Access
2023