

Cory Spence

14 Regent Place, Castle Hill, NSW 2154 | m: 0405 308 897 | e: cory@cory.com.au

HIGHLY EXPERIENCED CONTENT DESIGN MANAGER

TERTIARY QUALIFICATIONS

Master of Design University of Technology, Sydney (UTS)	2019
Bachelor of Science The University of Sydney	2000

CAREER SNAPSHOT

Head of User Experience Mogrify	Dec 2019 – Present
<ul style="list-style-type: none">Spearhead the development of site architecture for bespoke web app to track and analyse content. Deliver user experience (UX) solutions through sketches, storyboards, wireframes, flows and prototypes. Optimise, forecast and analyse markets trends.	
Digital Publications Manager CoryComAu	Oct 2015 – Nov 2019
<ul style="list-style-type: none">Managed digital assets (web and print). Advised clients on best practice design solutions on current trends and standards. Developed engaging content across multimedia channels. Facilitated user research and iterative user testing to support human-focused solutions.	
Digital Project Manager Paper Print Design	Apr 2013 – Sep 2015
<ul style="list-style-type: none">Managed and delivered web communications to multinational clients (Accor Hotel Group, IHG Group). Prepared design, copy and production briefs; graphically-designed websites, books, brochures, newsletters, general collateral.	
Digital Account Director Adcorp	Apr 2011 – Mar 2013
<ul style="list-style-type: none">Led a team of 8 developers and designers on digital projects across Australia and New Zealand. Developed digital strategies for clients (universities, telecommunications companies) and delivered websites, intranet and online learning solutions.	
Project Manager, Digital Microsoft	Jul 2009 – Apr 2011
<ul style="list-style-type: none">Led the nationwide roll-out of the Microsoft Partner Program project (PinPoint) to transform the labour market around Microsoft products; deployed portal site on time and on budget.	

MAJOR ACHIEVEMENTS | AREAS OF EXPERTISE

Head of User Experience | Mogrify

Bespoke Web Application Design:

- Transformed and translated current business into architecturally-drafted proof of concept for a bespoke web application using Adobe XD. This involved drafting over 25+ wireframes to show final layout of ERP application. The project had stalled for one year but is now in active development.

Innovative User Experience Solutions:

- Delivered innovative UX prototype solutions to clients: structured and visual validation of their ideas with clickable wireframes for them to road test functionality in real-time and promptly modify/improve. Overall, prototyping saved Mogrify on expenditure by eliminating investment in final graphic design or unnecessary functions.

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Application Interface Design Enhancements:

- Identified potential to use machine learning within an application and created an interface for users to apply tags/keywords to all aspects of their business operations and project management lifecycle. The application automatically gathered information that would have typically taken months to acquire previously, and end users had access to meaningful metrics and analytics in real-time.

Executive Level Influencing:

- Influenced a client's CEO to transform their existing application to a subscription-based model. Reshaped application to be more open and universal in its appeal to capture a larger audience and allow users to customise jobs to suit their methods.

Digital Publications Manager | CoryComAu

Multichannel Content Development:

- Developed engaging content across multimedia channels in a deadline- and budget-driven setting – built and deployed in one day. Since launch, all authors who featured their books on site achieved an increase in sales with a 500% return on investment (ROI) for the publisher.

Publication Design:

- Designed numerous publications for a publishing group, including full series of Good Wine Guide by Jeremy Oliver, touring guides, camping guides, cookbooks. Many of them have been reprinted multiple times with several up to 6th edition. The Good Wine Guide is a best seller in its category which in turn led to awards and online events.

Digital Project Manager | Paper Print Design

Complex Client Solutions:

- Directed complex implementation of enterprise web-to-print software (automation of product ordering) for a multinational corporation. This generated over \$750k per annum in sales revenue for the client, reduced waiting times from 4 to 3 days, decreased despatch time from 2 days to 1 day, streamlined labour practices with a reduction in job/labour time by 15%.

Human Resource Governance Framework:

- Developed and implemented a human resource governance framework that incorporated 3 categories (strategic, tactical, operational). The defined roles allowed each team member to specialise in their field. This in turn led to on time and under budget deployment of software.

Digital Account Director | Adcorp

Human Resource Development and Optimisation:

- Developed onboarding strategy for a large client's (Telstra) new staff members via design of a bespoke website and customised online tutorials. This reduced their anxiety related to the new job and helped them create relationships with colleagues. Survey results indicated increase self-efficacy and role clarity in 60% of new staff cohort, and 90% of the managers reported improvements in interpersonal relationships leading to more productive working relationships.
- Introduced a new program of learning and development for team members that allowed them to submit a request to complete a short course of their choice (offsite or online at any institution), and increased paid training days to an additional 2 per calendar year.

Strategic Content Development Initiative:

- Masterminded a human-centred content development strategy for the University of Sydney Careers website. This reduced the immediate focus on job listings and increased the focus on real stories around the staffing cohort, session time and page hits increased for the website.

Collaboration and Mediation:

- Collaborated with developers/designers and stakeholders/management, and mediated between them as a subject matter expert to design elegant and viable solutions. Collaboration and mediation were instrumental in saving time during project scope and development phases.

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Development Process Improvement:

- Enhanced development process by applying Agile methodology which resulted in smaller, iterative changes to clients' websites. Further, visibility improved over development for their business (staff workload was calculable and foreseeable); clients were more engaged in the process and satisfied with the streamlined outcomes.

Project Manager, Design | Microsoft

Client Experience (CX) Optimisation:

- Optimised geo-coding and geo-search functions for 1000+ clients. This improved the CX with less time spent filtering search results and in turn, generated higher relevant results; user engagement increased, bounce rate decreased by 15%, average session time increased by 20%, sales leads increased by 40%.

ADVANCED TECHNICAL PROFICIENCY

Adobe:	InDesign, XD, Illustrator, Photoshop, Lightroom, Premiere Pro, After Effects, Dimension, Dreamweaver, Acrobat, Bridge; Capture, Fresco, Sketch, Draw, Scan
Apple:	OS X, Keynote, Pages, Numbers, Maps, Photos, FaceTime, Safari, Reminders, Notes, Calendar, Books, FindMy, News, Keychain Access, QuickTime, Media Encoder
Microsoft:	Windows (XP, 7, 8, 10), Teams, Word, Excel, PowerPoint, Outlook, Project, Edge, OneNote, Remote Desktop, OneDrive, SharePoint
Google:	Gmail, Docs, Sheets, Meet, Keep, Slides, Calendar, Forms, Drive, Sites, Admin, Chrome, Maps, Earth, Analytics
CMS:	WordPress (Yoast, Elementor, CF7, WooCommerce, Fusion, etc.), Magento, Sitecore, Kentico, Drupal, Joomla, Shopify, Expression Engine, Wix, Squarespace, Prestashop, OpenCart, Squiz Matrix, Etsy
Design & Creative:	Sketch, Invision, Figma, Axure RP, Canva, Autodesk Sketchbook, Gimp, Inkscape, Procreate, AutoCAD, 3DS Max, SketchUp, iMovie, GarageBand, Logic Pro X, Cubase, Audacity, VideoScribe, Mailchimp, Survey Monkey
Productivity:	Jira, Confluence, Trello, GitLab, Slack, Basecamp, Wrike, Freedcamp, Asana, Monday, Firefox, Opera, Sublime Text, FileZilla, Cyberduck, Skype, Evernote, Teamviewer, Zoom, Thunderbird, WinSCP, CCleaner, Notepad++, Dropbox, GoodSync, 7-zip, FontLab, FontBase, Font Book, LastPass, LibreOffice
Social Media:	Facebook, Twitter, LinkedIn, Pinterest, Instagram, Snapchat, Reddit, YouTube, WhatsApp, Vimeo, Messenger, Gumtree
Other:	Ubuntu OS, HTML, CSS, Ancestry, Fuji Xerox XMPie, Documents by Readlle, Handbrake, Spotify, VLC,