

# Jim Corban

## Product Design leader

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### Contact

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### Summary

Pragmatic design leader with a proven track record in building successfully, rapidly growing products in both consumer and complex B2B domains. Adept at translating user research and product goals into concrete, achievable designs. Innovator in using usage analytics to gain insight into customer behavior.

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### Experience

#### **Appcast / Director of Product Design**

2019 - Nov 2022, Lebanon, NH (Remote)

Led the design team responsible for the industry-leading programmatic recruitment marketing platform as it grew 4x in revenue & customers.

- Became an expert on Appcast's users, customers, and partners, and evangelized best practices to address their needs
- Worked closely with the product management, data science, development, and delivery teams to transform the product offering, retaining its powerful performance while making it easier to use and reducing the learning curve
- Built and managed a team responsible for UI / UX design & research

#### **The Weather Company, an IBM Business / Principal UX Designer**

2014 - 2018, Andover, MA

UX design leader within The Weather Company B2B design group.

- Designed and executed qualitative and quantitative research programs, including site visits & ethnographic interviews
- Led the successful redesign of a B2C mobile Android / iOS weather app with 2 million daily users
- Collaborated with data scientists, developers, and product management to design new AI-based predictive analytics offerings
- Led the effort internally to use analytics for behavioral insights
- Developed rapid prototypes for both mobile and web apps with Ionic Framework, Salesforce Lightning Design System, and Mapbox

#### **Idemia / Principal UX Designer**

2013 - 2014, Billerica, MA

Led a ground-up redesign of a new facial recognition platform, as part of one of their first efforts at user-centered design.

- Worked directly with state government officials to develop requirements and iterate on UX design
- Conducted user research and documented user workflow & behavior
- Led conceptual design with low-fidelity wireframes
- Also developed UX designs on several smaller projects, such as photo

capture and a kiosk-based driver's test

## **Cigna / Director of User Experience**

2008 - 2013, Hooksett, NH

Led the design of a world-class customer experience for Cigna's web-based benefits enrollment application, which grew to be an industry leader and the cornerstone of the business.

- Designed both the consumer experience and the complex business-to-business dashboard from the ground up
- Conducted original user research and usability studies
- Led conceptual design brainstorming efforts with sketches and workflows
- Created rapid HTML prototypes and wireframes
- Led visual rebranding effort
- Developed customer feedback dashboard to help orient the organization around the customer experience
- Introduced the use of behavioral analytics

## **Akamai / Senior UX Designer**

2002 - 2008, Cambridge, MA

Led the design for Luna (formerly EdgeControl), Akamai's cutting-edge provisioning and reporting web portal.

- Conducted on-site user research and interviews
- Created rapid HTML prototypes and wireframes for new features
- Led the design for a major revamp of the reporting system
- Led two visual rebranding efforts
- During my time there, EdgeControl / Luna went from a rarely-mentioned back office app to a centerpiece of Akamai's sales and marketing strategy

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## **Education**

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### **The Ohio State University / M.A. User-Centered Software Design**

1996

Studied user-centered software design for aerospace and medical domains, in a joint program between Cognitive Systems Engineering and Industrial Design

### **University at Buffalo / B.A. Environmental Design**

1992

Studied the design of user-centered workplaces and built environments.

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## **Skills**

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Research: Traditional user interviews, contextual inquiry, behavioral analytics instrumentation & analysis, usability testing

Design: Sketching, workflows, paper prototyping, rapid interactive web-based mockups

Management: Experienced at leading customer experience efforts at the organizational level, and managing a team of designers.