Corey Greeneltch

WWW.COREYGREENELTCH.COM · WASHINGTON DC AREA · LINKEDIN.COM/IN/CGREENELTCH

An experienced, hands-on Design Leader with a track record of success in planning and executing the design of elegant and easy to use digital experiences that produce positive impact on brand, engagement, and return on investment. Excels in leading, recruiting, developing, and mentoring cross-functional teams and setting high standards for design, user experience and innovation.

Select Accomplishments

Increased design system adoption across Compass platforms by over 200%, speeding the launch of more than 15 features over 12 months.

Established and integrated **Capital One's first enterprise design system** across flagship digital products enabling thousands of designers and developers across the company to **build up to 400% faster**.

Led the effort to **scale an enterprise design system across 100+** Gannett newspaper and broadcast properties, establishing brand standards and multi-channel support.

Coordinated with the in-house design team and outside agencies to relaunch **USATODAY.com** in 2012.

Professional Experience

Director, Design System / Enterprise / Services
Compass
                                                                  2020-present

Led strategy, execution and people leadership first for Compass Design System, then for the wider Enterprise organization. Design leadership for Compass Services, a zero-to-one customer service feature team.

- Evolved the Compass Design System into a fully functional product embedded deeply across the Compass real estate platform. Directed documentation site project that resulted in the creation of over 150 pages of system guidelines serving design and engineering across web, iOS and Android.
- Led the redesign and reconfiguration of Figma design libraries for web, Android and iOS. Directed the creation of an education curriculum to speed the usage of the design system as well as level up designers and developers in their understanding of Figma.
- Worked closely with marketing, research, product and engineering partners to execute on a support platform enabling rapid order fulfillment and operations standardization for a nationwide product launch.
- Oversaw the research, design and launch of Identity and Payment platform features, enabling cross platform collaboration and revenue generation.

Experienced in

UX Design

UI Design

Design Systems

Product Design

Design Process

Brand Design

Information Architecture

User Research

Passionate about

Diversity, Belonging & Inclusion

Ecology & Conservation

System Thinking

Design Operations

Sr Director, Design Systems   2018-2020
Capital One

Led a cross-functional team of designers and engineers through the creation and adoption of Gravity Design System, Capital One's first global design system. Worked with executives across Design, Product and Engineering to communicate the business value of and strategy for establishing a foundational, accessible and unified code-based design system

- Built a design system with detailed guidelines, code, content and design kits enabling teams to build brand-consistent digital experiences

- Doubled the size of the team of visual, product and content designers as well as front-end developers and project managers. Improved morale and maintained employee retention through turbulent quarters

- Instituted custom agile workflows and Jira-based documentation consistently improving team efficiency sprint over sprint

- Built partnerships with Brand to deliver a consistent digital interpretation of Capital One brand standards resulting in company-wide standardization initiatives

Director, Card Platform Design   2017-2018
Capital One

Built and managed a 10 person design team responsible for strategy and support across Capital One Card Servicing and Agent Platforms.

- Increased usability in servicing apps reduced customer call traffic resulting in 5M+ cost savings

- Led efforts to simplify design governance across customer servicing platforms resulting in significant increases in speed to market and consistency of experiences

- Worked with business partners to increase the utilization of design on internal systems and customer service tools

Director of Product Design   2012-2017
Gannett/USA TODAY NETWORK

Built and led a team of 20 designers and architects responsible for the enterprise UX of Gannett's universal framework across 120+ national and local properties. Led creation of wireframes, prototypes, mockups and user testing. Worked closely with executive stakeholders, communicating project goals and status.

- Responsible for evolution of USA TODAY and local media brands and experiences across native and web

- Responsible for new product design featuring innovative new revenue streams resulting in 50M+ increase in advertising revenue

Art Director   2011-2012
USA Today

Managed a team of designers responsible for the overall UX of the USATODAY.com website as well as interactive editorial projects.

- Led design for 2012 elections experiences on USA TODAY.com website and native apps.

- Worked closely with clients to create unique content-focused advertising opportunities and creative direction for award-winning interactives.

Education & Volunteering

BA in Studio Art - University of Mary Washington, Fredericksburg VA
Publications Chair - Art Directors Club of Metropolitan Washington
SHINE Mentor - AIGA DC