

Corey Gilmore

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[Portfolio](#) • [LinkedIn](#) • Atlanta GA

Senior Product Designer

Creative and growth-focused product designer with 8+ years of experience delivering end-to-end digital experiences, driving onboarding conversion, and increasing daily active engagement across fast-paced enterprise and consumer environments.

Demonstrated strength in product design, user experience design, interaction design, information architecture, wireframing, prototyping, usability testing, and design systems across web and mobile platforms. Proven ability to translate complex requirements into intuitive, scalable, and accessible solutions that improve conversion, customer satisfaction, and product adoption. Skilled in user research, journey mapping, responsive design, cross-functional collaboration, stakeholder management, and developer handoff. Possesses strong foundation in human-centered design, data-informed decision-making, visual communication, and iterative product improvement. Recognized for combining strategic thinking, creative problem-solving, and executional excellence to deliver high-impact user experiences and business results.

Areas of Expertise

- Product Design Strategy
- Usability Testing & Validation
- Content Strategy & UX Writing
- A/B Testing & Experimentation
- User Experience & User Interface Design
- Brand & Visual Identity Systems
- User Flows & Journey Mapping
- High-Fidelity Visual Design
- Design Systems & Component Libraries
- Mentorship & Design Leadership
- Customer Experience Strategy
- Cross-Functional Collaboration

Technical Proficiencies

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), HTML, CSS, Sketch, Miro, Jira, Confluence, Google Analytics, Pega

Professional Experience

Product Designer III, Fanduel Sportsbook, Atlanta, GA

Apr 2023 to Oct 2025

Shaped early design for FanDuel's AceAI, the industry's first generative AI chat experience, defining conversational patterns that enabled bet building, stat research, and natural language interaction while embedding trust and responsible gaming safeguards. Mentored junior designers through formal programs and ongoing coaching that maximized team capability and supported design excellence.

Notable Contributions:

- Elevated brand visibility and audience sentiment by directing visual identity and execution across key FanDuel promotions, including commercial campaigns and major feature launches.
- Increased VIP onboarding conversion by 38% (55% to 76%) by redesigning the Sportsbook onboarding journey, replacing an email-only flow with a scalable in-app experience, and automating backend workflows through Salesforce.
- Boosted daily active wagers by 14% by driving visual design for the Pulse feature and partnering closely with engineering and narrative teams to improve execution.
- Generated 248K new authorizations and drove 1.27M total opt-ins by creating and launching a push-primer flow that educated users before the iOS permission prompt, reaching 38% of active users and performing in line with industry benchmarks.

Senior User Experience Designer, Ernst & Young (EY), Atlanta, GA

Jun 2021 to Jan 2023

Built and employed handoff-ready documentation covering states, behaviors, and responsive rules, reducing ambiguity and improving design-to-development execution. Equipped engineering teams with clear developer-facing deliverables, including prototypes,

redlines, acceptance criteria, and edge-case specifications, enabling faster and more consistent implementation. Delivered end-to-end UX design across multiple enterprise clients, translating complex requirements into clear information architecture, user flows, and responsive UI patterns from discovery through build-ready delivery.

Notable Contributions:

- Supported Advisory.com / UHP website redesign by creating gated-content entry points and conversion-focused page patterns that strengthened subscription growth strategy.
- Advanced Chick-fil-A's Little Blue Menu experience by defining responsive UI patterns and components, creating prototypes and visual specifications that aligned stakeholders and accelerated implementation.
- Redesigned USP Enterprise Portal by improving information architecture, page layouts, and component-based templates, making standards and benchmark content more accessible for enterprise users.

User Experience Designer, Freddie Mac, McLean, VA

Jan 2018 to Jun 2021

Led end-to-end redesign, iteration, and maintenance across three web properties, translating usability insights into improved desktop and mobile experiences within highly regulated secondary housing market.

Notable Contributions:

- Increased CSAT by 30 points by implementing user-centered design strategy across two major site redesigns.
- Optimized user engagement up to 12% by partnering with stakeholders, leveraging user research, and engineering brand voice.
- Contributed to corporate Guide Site redesign and attained 80% CSAT through usability and content structure improvements.

Education & Credentials

B.S. in General Marketing, Virginia Commonwealth University, Richmond, VA (2016)

User Experience Design - General Assembly (2018)

"Writing for the Web" - Nielsen Norman Group (2018)