

Corey McLaughlin

Senior Product Designer | coreymcl.com | hi@coreymcl.com | 508-769-6316

Experience



Lowe's | Senior Product Designer | 2020 - 2025

- Created the design & flows for Spotlight (Promotions Platform), consolidating 17 legacy tools into one enterprise product; owner of Offer Creation & Management & Spotlight Intelligence reporting.
- Designed Pulse (Events Platform), Lowe's first event management product, including event creation, management, customer-facing registration, & associate check-in flows on mobile.
- Improved workflows for Procision (Pro Bulk Discounts Platform), raising SUS score from 57 → 73.5.
- Drove Lowe's ChatGPT pilot, mentored LaunchPad designers & led Figma training across teams.



ZAGG Brands | User Experience Designer | 2017 - 2020

- Part of the UX team that delivered a full-site redesign across all core page templates, shipping a modular component library & accessible UI patterns to improve consistency & build velocity.
- Consolidated four brand sites into a single Magento experience, unifying IA/navigation & standardizing checkout & account flows.
- Partnered with PM/Engineers to validate key flows via A/B testing and analytics (Hotjar/GA), turning insights into measurable conversion and friction reductions.



MRM/McCann - Optaros | User Experience Designer | 2014 - 2016

- Designed enterprise e-commerce flows for Hybris & Demandware platforms used by global retailers.
- Created wireframes, user flows, personas, and prototypes to support large-scale retail experiences.
- Delivered reusable design assets and collaborated with developers to ensure fidelity at scale.



Digital Factors/SisIQ | User Experience Architect | 2013 - 2014

- Designed persona-driven e-commerce journeys for B2B and B2C clients.
- Built responsive prototypes for client presentations and developer handoff.



Avid Technology | User Experience Designer / Front-End Developer | 2012 - 2013

- Redesigned Avid.com, modernizing product & support pages.
- Built reusable UI components & style guides for consistent brand experiences.
- Supported usability testing & improved workflows for professional media tools.

Education

The New England Institute of Art | Brookline, MA - 2011

Bachelor of Science, Web & Interactive Media Design

Endicott College | Beverly, MA - 2008

Associate Degree, Computer Science

Skills

Design Tools

Figma · Adobe Creative Suite · Sketch · Omnigraffle

UX Design

Wireframing · Prototyping · User Flows · Interaction Design · Visual Design (UI) · Information Architecture · Responsive Design · Accessibility (WCAG/ADA compliance) · Design Systems

AI Tools

ChatGPT · Claude · Copilot · Figma Make · MidJourney · Windsurf Cascade

Research & Testing

A/B Testing · User Interviews · Personas · Card Sorting · Heuristic Evaluations · Journey Mapping · Usability Testing