

Corina — Bermudez

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Experience

Lead UX Designer & Art Director / Comcast

Philadelphia, PA. 2018 – Present

Promoted to lead design, strategy, and launch of new tier-based selling model for Xfinity.com. Champion clean design and simple user experiences as fierce user advocate with understanding of customer and business goals. Partner with senior leadership members, sales, marketing, product, and engineering teams throughout iterative design, build, and launch phases — creating user flows, storyboards, wireframes, mockups, high-fidelity prototypes, and testing. Oversee interns.

Modular Shopping Model Project (1.5 years):

- Developed vision and design for the future of Xfinity.com to give customers flexibility, transparency, and control to shop and customize services.
- Jointly created user scenarios, identified key functionality, determined content, and systematized tier structure, pricing, and contracting. Clarified front-end logic and user flow, bridging design and development.
- Pitched vision concept to stakeholders and gained leadership support.
- Led design and build of plan builder page and launched successful 9-week trial in Central Division, resulting in improved customer experience and sales: +7% overall sales (RGUs), +12bps conversion rate, +20% buyflow start rate.

Join Customer Journey Project (ongoing):

- Lead effort to redesign Xfinity.com with omnichannel "Join and Change" customer journeys for a flexible, simple, contextual, and transparent experience while hitting business and sales goals.
- Through foundational research, gained insight into mindsets and behaviors throughout the customer experience. Created realistic user scenarios, wireframes, and prototype for user testing.
- Lead team effort to shift from a selling to shopping viewpoint and rethink how offers are built on the financial side. Presented with senior product owner to gain alignment for project roadmap to build new shopping model.

Senior UX Designer / Comcast

Philadelphia, PA. 2016 – 2018

Joined 5-member multidisciplinary design team to redesign end-to-end Xfinity.com shopping experience to showcase competitive differentiation. Co-developed design vision and direction for user experience, employed storytelling, refined details in high-level discussions, and created user flows, wireframes, mockups, and high-fidelity prototypes.

Profile

UX Product Design Leader with 10 years of experience simplifying complex concepts into user friendly multichannel experiences — balancing technical constraints and multi-sided marketplace considerations with design and business goals. Expansive design thinker with passion to ideate great experiences, expertise to drive vision into design deliverables, and influence to embed design thinking with emerging technologies. Comfortable bringing human-centered design into uncharted territories — applying strong process orientation, excellent organizing skills, attention to detail, passion for collaborative design, and resolute focus on the user.

Education

Human-Computer Interaction for User Experience Design Certificate

Massachusetts Institute of Technology (MIT), 2020

Bachelor of Science in Graphic Design

The Art Institute of Philadelphia, PA, 2005

Areas of Expertise

UX/UI	Interdisciplinary Team Collaboration
User Experience Design	Sketch
Interactive Design (IxD)	InVision
Storytelling	Abstract
Customer Journeys	Adobe Creative Cloud
Information Architecture	Miro
Wireframing	JIRA/Confluence
Usability & A/B Testing	Keynote
System & Process Improvements	HTML/CSS
Prototyping / Validation	English/Spanish
Concept Development	

Experience *(continued)*

Senior UX Designer / Comcast

Philadelphia, PA. 2016 – 2018

Xfinity.com Digital Transformation Project (2 years):

- Joined midstream to redefine an immersive digital experience across the customer journey with innovative business model emphasizing value, product education, and digital transactions.
- Built collaboration with engineers and product manager and embedded UX design in the process.
- Created and documented scalable design system, UI patterns, and resource library for rapid page builds through CMS templates and reusable modules, realizing +33% faster page load average and 5X faster speed to market.
- Redesigned and launched Xfinity.com experience with award-winning success and improved business performance under Digital First experience: +28% desktop conversion rate, +45% mobile conversion rate, +33% add-to-cart rate, +27% checkout start rate, +11% average order value.

UX Designer / Tembo, Inc

Philadelphia, PA. 2015 – 2016

- Led design of mobile and desktop data analytics applications for educational institutions and school districts nationwide.
- Working on 3-member design team in lean startup culture, partnered directly with clients, product owners, and developers to understand requirements, define project roadmaps and timelines, and design thoughtful solutions.
- Led multiple design projects—creating user flows, wireframes, prototypes, visual design, and user experience mockups.

Interactive Designer / Free People (URBN)

Philadelphia, PA. 2011 – 2015

- Designed and developed Free People site features, and promotional emails— from concept to outcome—including user flow diagrams, wireframes, and high-fidelity prototypes as well as hands-on coding and graphics.
- Collaborated with graphic, product, development, merchandising, and analytics teams to create a streamlined shopping experience.
- Bridged development and graphic design teams as point person—balancing product, development, and user-centered goals, and applying understanding of design and technical aspects to shape overall design strategy and delivery.
- Streamlined process documentation for production work, including creating new template system.
- Worked on testing plans with analysts, developers, and merchandisers—digging into details on image and A/B testing to optimize and iterate on designs for desktop, mobile, and email experiences.

Awards & Recognitions

Award Nominations at Comcast (2018)

Division Change Champion

Active advocate for transformation

Innovation in Customer Experience Award

Circle of Success Award for going above and beyond to live Comcast's operating principles

Team Awards for Digital Transformation Design, Xfinity.com (2017)

WebAwards

Outstanding Achievement

ISP Standard of Excellence

Xfinity Internet Experience

MarCom Awards Gold, Website Redesign

Learn/Shop Experience Redesign

MarCom Awards Gold

Business-to-Consumer Website

MarCom Awards Platinum

Mobile Website Product