

Contact

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Top Skills

Business Strategy

Usability

Qualitative & Quantitative Research Methodologies

Craig Cochran

Senior UX Designer at Nuleaf
United States

Summary

With over a decade of experience co-founding and managing multiple companies, I have accrued management experience in a variety of sectors. My process and solutions-focused approach to start-ups incorporates daily oversight to monitor and facilitate project execution at the macro and micro levels.

- Executed SEO strategy that outperformed all third party sites.
- Secured \$25 million investment by implementing data models for the launch of a brand I created.
- Achieved 97% satisfaction rating on product development launch.
- Recruited, trained, motivated and developed my managers and maintained top team for >10 years.
- Used data to help automate and build dashboards for executive reviews.
- Created prototypes for mobile with Figma alongside various web and client side components.
- Implemented research and UX design data in building and wireframing PMP's mobile app solution.

Experience

Nuleaf

Head of Operations and Lead UX designer, Nuleaf

December 2019 - Present (3 years 5 months)

New York, New York, United States

- Presenting updates to senior leadership while managing expectations yielding \$25 million investment.
- Conducted usability testing which led to the app outperforming all third-party sites.
- Synthesized research and testing data and reported to senior stakeholders increasing downloads by 300%.
- Worked across multiple people and teams to deliver high performing app with thousands of downloads.

- Developed rewards program that increased downloads and user reviews leading to 97% satisfaction rating.
- Coached and developed leadership team and retained high performing managers for >10 years.
- Designed strategy by using data to drive outcomes which saw increase in sales >300%
- Worked closely with engineering team to design features to drive demand and new customer acquisition, saw 2X month over month growth.
- Worked cross functionally to design products and pricing page tool, incorporating research and fully functional prototypes for testing and launch.
- Created wireframes and conducted user interviews to help contribute to the visual design of the website as well as mobile application.
- Designed UI & UX in collaboration with engineering teams, and managed implementation of features.

Blackbird

Co-Founder

2013 - Present (10 years)

New York, NY

- Used data to grow valuation from \$5 million to \$20 million.
- Led the VC seed round resulting in \$3 million investment.
- Negotiated nationwide launch with TARGET resulting in \$4 million run rate.
- Stewarded Blackbird's jump into B2B and B2C sales.

Terri

Lead UX Designer

2010 - December 2019 (9 years)

60 west 23rd street

- Launched pioneering start up from scratch to >\$5 million annual sales.
- Managed dev team that launched the mobile app which outperformed Seamless, Grubhub and increased revenue by \$1 million.
- Executed a plan on data that led to a valuation growth from \$1 million to \$15 million in one year.
- Examined reports and identified new strategies for improving results increasing sales 40%.
- Launched viral marketing campaign which saw increase in sales >300% in one day.
- Managed teams of over 150 employees.

Practice Makes Perfect

UX Designer

April 2018 - September 2018 (6 months)

New York, New York, United States

- Used data to help automate and build dashboards for executive reviews.
- Created functional prototypes for mobile with Figma alongside various web and client-side components.
- Implemented research and UX design data in building and wireframing PMP's first mobile application solution.
- Managed multiple priorities and executed projects while managing expectations of senior stakeholders.
- Communicated and used storytelling effectively which led to a 97% user satisfaction rating.

Education

Flatiron School

UX Design · (2018 - 2018)

University at Buffalo

Bachelor of Arts - BA, Anthropology · (2003)