

george corker

Principle Design Director

804.306.0004

3rdgrc.com

PROFESSIONAL EXPERIENCE

Principle Design Director / HCL Technologies / 2020 - Present

Responsible for the transformation and evolution of the HCL Experience Design group by creating visionary creative direction and driving all aspects of experience design for client delivery. Responsible for all hiring and staffing for NA Experience Design Group to ensure highest client satisfaction and retention while creating and growing near shore presence and facilitating offshore best practices. Owned several client engagements including Portland General Electric which I oversaw all digital properties through CX strategy, UX Design, brand/marketing visualization, user research testing, UI experience design and created improved team structures and processes on the client side.

Digital Design Director / ICF NEXT / 2016 - 2020

Drove all aspects of creative experience design ensuring the delivery of creative vision to award winning levels. Responsible for directing the digital experience team developing experience guidelines and directing all digital creative experience work to create rich, rewarding on brand experiences that were both strategic and award winning. Oversaw the transformation for several Fortune 200 clients including United Health Care, CA Lotto and Aimco. Reported directly to SVP of Digital and Technology.

Design Director / IRONWORKS / 2011 - 2016

Provide expert design leadership and direction in the areas of visual design, content management, information architecture, user research, and site development. Manage and mentor individuals and design teams across multiple tracks of work. Lead proposal development, client relationships and new business.

Senior Art Director / SAPIENT CORPORATION / 2008 - 2011

Responsible for lead art direction and interaction design for digital projects. Contribute to proposal development, client relationships and new business.

PARTIAL CLIENT LIST

AARP, Aimco, Amway, Anthem, BB&T, California Lotto, Cigna, Department of Energy (DOE), Excelon, Ferguson, Freddie Mac, General Motors, Harrah's, Healthcare Financial Management Association (HFMA), Honda, ING, Johnson Controls, Kodak, Lowes, Nissan, New York University (NYU), Office of Child care, Orbis, Performance Food Group, Portland General Electric (PGE), Public Consulting Group (PCG), Scotts, Scripps Networks, Sodexo, Sprint, T-Mobile, United Health Care, UPS, Verizon, Virginia Tourism

EDUCATION

Master of Graphic Design / North Carolina State University 2000

Advanced research into experience design principles.

Bachelor of Fine Arts Design / Virginia Commonwealth University 1998

Studies in graphic design foundational elements and visual design thinking.

AWARDS

AWWARDS

2016 Virginia Scenic Roads & Byways / Special Mention

The Communicator Award

2018 AIMCO Apartment Investment and Management Company / Visual Appeal

2016 Virginia is For Lovers / Gold Award of Excellence

HERMES

2016 Virginia Scenic Roads & Byways / 2 Gold

W3

2019 Healthcare Financial Management Association (HFMA) / Silver Award

2018 BB&T Leadership Institute / User Interface Award

2016 Virginia Scenic Roads & Byways / Gold and Silver Awards

WebAward

2018 UnitedHealthcare Community & State Website / Outstanding Website