

CORA TABOR

PRODUCT DESIGNER | Enterprise SaaS, Design Systems, & 0→1 Products

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SUMMARY

Product Designer with 6+ years of experience designing and shipping user-centered experiences for enterprise and B2B SaaS products. Proven track record of leading end-to-end product design, from discovery through delivery, across complex systems and multi-product ecosystems.

Experienced in building scalable design systems, facilitating cross-functional alignment, and translating user and business needs into high-impact solutions. Independently designs, builds, and launches products using AI-assisted development workflows, combining product thinking with hands-on execution.

PRODUCTS & INDEPENDENT WORK

LATTICE — Mobile Inventory App for Crafters (iOS, App Store)

Solo Founder, Product Designer & Developer | Sept 2025 – Apr 2026

- Conceived, designed, and launched a mobile-first inventory and project management app addressing a clear gap in consumer tooling for hobbyist crafters
 - Owned full product lifecycle: problem definition, competitive analysis (12+ products), UX flows, UI design, feature prioritization, pricing strategy, and App Store launch
 - Shipped MVP in 7 months as a solo non-developer using AI-assisted development tools, translating product decisions directly into working features
 - Designed a connected system of features spanning inventory tracking, project planning, and pattern management to support real-world workflows
 - Achieved 18.2% App Store conversion rate within first 5 days (vs. ~3–5% industry benchmark), validating product positioning and listing optimization
 - Designed and optimized App Store presence (screenshots, copy, pricing) as a primary acquisition channel, driving early traction without paid marketing
 - Established foundation for iterative development based on real user behavior and community-driven distribution
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EXPERIENCE

UX DESIGNER

The MX Group | Remote | June 2022 – Present

- Lead product design across 5+ enterprise application workstreams for Fortune 500 client Cummins Inc., supporting complex, data-driven user workflows
- Drive end-to-end design process from discovery through delivery, including research, concepting, prototyping, and developer handoff
- Designed and launched an MVP application in 3 months, leading product definition, UX strategy, and execution from concept to release
- Built and scaled a comprehensive design system in Figma, creating reusable components and patterns adopted across multiple product lines
- Partnered with engineering to integrate design system into Storybook, improving design-development consistency and implementation speed
- Facilitate cross-functional alignment through workshops, design critiques, and weekly stakeholder presentations

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- Lead user research initiatives, including usability testing and surveys, translating insights into actionable product improvements
- Present to executive stakeholders to align design direction with business goals and secure buy-in for strategic initiatives

UX DESIGNER

J&L Marketing | Louisville, KY | March 2021 – June 2022

- Led end-to-end redesign and launch of corporate website, improving usability, engagement, and content accessibility
- Designed and validated new product features through wireframing, prototyping, and user testing in collaboration with product and engineering teams
- Built secure payment and registration flows for high-revenue events, reducing friction in user journeys
- Applied SEO and content strategy improvements to increase organic visibility and inbound lead generation

WEB / UX DESIGNER

Complete Marketing Resources | Madisonville, KY | February 2019 – March 2021

- Managed full lifecycle of website design and development across multiple client projects, from concept through launch
- Designed and built responsive websites using HTML, CSS, WordPress, and Joomla
- Led client communication and requirements gathering, translating business needs into effective digital solutions
- Delivered visual design assets, including branding, graphics, and marketing materials

DIGITAL MARKETING SPECIALIST

ERA First Advantage Realty Inc. | Newburgh, IN | March 2028 – February 2019

- Developed and managed digital marketing strategies to support agent recruitment and lead generation
- Built and maintained a website portfolio for agents, improving online visibility and engagement
- Executed social media campaigns and content strategies to expand brand reach

SKILLS

Product & UX Design

End-to-End Product Design
UX Strategy
Interaction Design
Wireframing
High-Fidelity Prototyping

Design Systems

Component Libraries
Design Tokens
Pattern Libraries
Documentation

Research & Discovery

User Research
Usability Testing
Surveys
Discovery Workshops
Design Thinking

Analytics & Collaboration

Agile Methodologies
Stakeholder Communication
Jira • Hotjar
Google Analytics

Tools & Technology

Figma • Figjam
Adobe Creative Suite
Storybook
HTML • CSS
WordPress • Framer

AI & Emerging Workflows

AI-Assisted Development
Claude
Midjourney
ChatGPT

EDUCATION

Bachelor of Arts in Advertising | Western Kentucky University

2017