

TORYE COOKE

Product Designer

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LATEST EXPERIENCE

Senior Product Designer / Turnstile

2023 – Present

Key contributor in a pioneering team, driving the product design of an advanced web-based platform for SaaS operations. Specializes in delivering a sophisticated, user-friendly business interface through close collaboration with PMs and eng teams. Plays a pivotal role in establishing and evolving the design system using Figma.

Product Designer / Oportun (formerly Digit)

2022 – 2023

Design lead for the Bank team, collaborating with PMs, engineers, and research on our mobile app. Spearheaded the integration of Banking and Settings features in alignment with the company's rebranding initiative and the development of a new mobile app. This included rethinking IA to launching V1, and everything in between.

UI/UX Designer / Whitepages

2018 – 2021

Lead design team to develop a foundation for our design system and processes for increased efficiency & collaboration between design & eng teams.

Translate user needs and business goals into designs that delivered strong conversion, including increasing CVR by 35% in our pricing funnel, adding \$25K per month in revenue.

Involved in end-to-end experience, using data to inform design decisions to ensure delivery of a quality, accessible products on responsive web and our iOS/ Android apps.

[VIEW FULL EXPERIENCE ON LINKEDIN](#)

EDUCATION

BFA, Design + Digital Media

LCAD, 2016 – Cum Laude

Psychology

Santiago Canyon College, 2013

SKILLS

End-to-end product design process
User-focused
Cross-functional collaboration
Adaptive
Systems thinking
Leadership
Visual design
User research
Prototyping
Responsive design
A/B testing
Figma / Sketch / Adobe

RECOGNITION

UI Design Winner

2016 AIGA OC Awards

AFK

Hiking
Camping
Dog snuggles
Roadtripping
Baseball
Swimming
Paddleboarding
Scuba diving
Home DIY
Plants plants plants

With a passion for crafting experiences that resonate with diverse audiences & bringing a burst of innovation and joy to the digital world, my mission is to transform user interactions into memorable journeys that combine practicality with creativity.