Troy Corbitt

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EDUCATION

Cornell University — B.A. in Information Science (GPA: 3.57 / 4.0)   *Graduating 2026*
Relevant Coursework: Human Computer Interaction Design, Qualitative User Research, Intermediate Design and Programming, Teams & Tech

SKILLS

Product & Strategy: Roadmapping, feature prioritization VC, metrics tracking, A/B testing, product marketing, go-to-market planning
Research & Analysis: Journey mapping, qualitative/quantitative research, thematic analysis, data visualization, usability testing, competitive analysis
Collaboration Tools: Figma, FigJam, Adobe CC, GA4, Hotjar, Miro, Lucidchart, Asana, Trello, Jira, Agile/Scrum methodologies, design critiques
Technical: Python, SQL, R, HTML/CSS, JavaScript basics, survey design, dashboard creation, data cleaning & visualization, statistical analysis

EXPERIENCE

Vimeo   **June - Aug 2025**
Customer Experience Design Intern   *New York, New York*
- Built 3+ user journey maps and personas from data to identify onboarding gaps, directly informing roadmap priorities and retention strategies.
- Analyzed **100+ churn case**s to uncover behavioral patterns, shaping strategies that increased **adoption** of Vimeo's AI transcription tool by 12% during pilot rollout.
- **Synthesized 200+ customer feedback points** from surveys, tickets, and usage metrics into design requirements, collaborating with product managers and researchers to align roadmap priorities with customer needs.

Cornell University   **Feb 2025 - Present**
Technical Consultant   *Ithaca, New York*
- Supported research teams with **data cleaning, visualization, and dashboards** in Python, SQL, and R to guide design and product insights.
- Created 3+ workflow documents standardizing data processes, resulting in reduced onboarding time by 25% for new product researchers.
- Trained 15+ researchers in R, increasing analysis efficiency by 30% and enabling faster, data-driven recommendations across projects.

Sartorius   **Dec 2024 - May 2025**
User Experience Design Intern   *Remote*
- Designed and iterated **20+ Figma prototypes and responsive UIs**, leveraging design system components and accessibility standards to inform product direction, validate feature usability, and align design outcomes with organizational goals.
- **Developed and deployed 15+ campaign pages using HTML, CSS, and CoreMedia WCMS**, improving site navigation and usability while driving an 18% increase in user engagement and measurable improvements in campaign performance metrics.
- Conducted usability testing, **A/B testing**, and behavioral analytics reviews (Hotjar, GA4) to evaluate feature performance; synthesized insights into actionable recommendations that optimized page flows, elevated product KPIs, and supported roadmap prioritization.
- Coordinated with marketing, engineering, and content stakeholders across 20+ campaign launches via **Asana and Agile sprints**, ensuring on-time delivery, consistent cross-functional communication, and seamless execution of product initiatives.

Sai   **Oct 2024 - Dec 2024**
Product Marketing Intern   *Ithaca, New York*
- **Translated 10+ complex product features** into clear narratives and visuals, tailoring experiences for **200+ academic users** and improving adoption of new tools.
- **Partnered with 3 designers and 2 engineers** to refine **5+ go-to-market assets**, integrating user research feedback that **boosted campaign engagement by 15%**.

PROJECT EXPERIENCE

Spaces App Design   **Feb 2024 - June 2024**
- Spearheaded end-to-end **UX research and design process using agile methodologies**, including user interviews, requirements synthesis, and user story creation to inform product direction.
- Created workflow diagrams in FigJam and developed interactive prototypes and high-fidelity **UI mockups in Figma,** aligning designs with Material Design principles and accessibility best practices.
- Improved feature adoption through **data-informed A/B testing**, leveraging user research and analytics to iterate on interaction designs.

The Cornell Bubble   **Mar 2025 - April 2025**
- Led a **5-day diary study (9 participants)** and ethnographic research to identify friction points in student discourse.
- Translated **34 qualitative data points** into product requirements and designed an **MVP prototype** in Figma, surfacing underrepresented perspectives in discussions.
- Designed **wireframes, flows, and interactive Figma prototypes** of Viewpoint Vault, aligning with design system principles to optimize participation and surface underrepresented perspectives in classroom conversations.