



# René Morris

UI/UX | MOBILE | WEB | VISUAL DESIGNER

Multi-discipline, seasoned designer with **over 12 years of proven success** in visual design with the **last 8 years** in the digital space combining product vision and user needs into beautiful, intuitive, user-friendly web and mobile solutions. I'm motivated by solving tough problems, developing effective design strategies, improving business growth and building stronger connections throughout the whole user experience.

truemorrisdesign.com

linkedin.com/in/remorris

## SKILLS



VISUAL DESIGN



UX/UI



MOBILE DESIGN



PRODUCT DESIGN



USER RESEARCH



INTERACTION DESIGN

## TOOLS

- Pencil & Paper
- Invision
- Sketch
- Figma
- Axure
- Balsamiq
- JIRA
- Slack
- Photoshop
- Illustrator
- Adobe XD
- Zeplin
- HTML & CSS
- Proto.io
- UXPin



## WORK EXPERIENCE

2019 - 2020

### LEAD UI/UX DESIGNER (CONSULTANT)

Palo Alto, CA

Ford Motor Company

Strategize and lead experience design with FordPass's Innovation team through human-centered designing to envision and design innovative, future experiences in Ford vehicles across hardware, software, and digital services.

#### Key Highlights

- Plan, lead, and actively contributed to human design activities that created user-centric experiences across gaming and marketplace services in Ford's vehicles.
- Synthesize research findings and analytical data to develop personas, user profiles, user scenarios, and storyboard illustrations to enable designing for user needs.
- Facilitate design thinking/human-centered design sessions to gather insights and brainstorm ideas to ideate up for design ideas and approaches.
- Work collaboratively with other UX designers, product owners, and software engineers to accomplish business strategies and user needs.

2019

### PRINCIPAL UX/UI DESIGNER (CONSULTANT)

Houston, TX

BHP

Brought a deep knowledge of visual and user experience to simplify and drive innovative, highly intuitive, user-friendly solutions for BHP's complex business and customer's needs across multiple platforms including web, mobile, and tablet, including iOS and Android.

#### Key Highlights

- Acted as the "Voice of the Customer" across a team with a product owner, business analyst and developers ensuring that great UX strategies, user research, and UI designs underlies all business needs for the best solutions for BHP's consumers.
- Planned, conducted, and lead client white-boarding sessions, demos, UX strategy meetings, and user research activities.
- Hands-on with developing various low & mid-fidelity UX wireframes, sketches, user flows, interactive prototypes, and final design mockups to communicate design solutions throughout the design process.
- Lead and directed the team on current UX/UI/XD best practices, standards, and methodologies in user-centered design while adapting to the evolving needs of the BHP's business and the user needs.

2018 - 2019

### SENIOR UI/UX DESIGNER (CONSULTANT)

Houston, TX

Shell Global

Provide UI/UX expertise in tackling and synthesizing wicked problems into intuitive, engaging, usable designs that mesh user and business needs into Shell's mobile digital products.

#### Key Highlights

- Translated the product direction and vision into intuitive, user-friendly application features through user research, interaction design, and visual design.
- Created tangibility for the team to clearly convey the project objectives and user needs throughout the whole design process.
- Participated in usability testing to uncover insights and learn about user behavior to better iterate and verify design concepts that improve the user experience and holds to business goals.
- Effectively communicated design research findings, conceptual ideas, detailed design, and design rationale both verbally and visually to the team.

## WORK EXPERIENCE

2016 - 2018

### • FREELANCE UI/UX DESIGNER


 Remote

MySelf (as an independent consultant)

- Specialized in creating visually engaging and meaningful user-centered designs for digital products and services across mobile, web apps, other connected devices and beyond.
- Provide direction and strategy to drive product vision, accomplish business goals and achieve the best user experience throughout the entire project from beginning to end.

2016

### • SENIOR MOBILE UI DESIGNER (CONSULTANT)

 Detroit, MI

Blue Cross Blue Shield of Michigan

A leader in translating the BCBSM brand into useful and engaging mobile digital experiences for a variety of audiences, including consumers, members, agents, and providers. Create simple, engaging interfaces and design patterns that ensure great digital experiences across both iOS and Android.

#### Key Highlights

- Created intuitive, engaging interface elements that were targeted to enhance the user experience and meet business needs.
- Presented and defended design decisions that achieved the goals of the user and business by using my design process, design principles, and patterns.
- Experience collaborating on a cross-functional team to develop solutions to new and enhance features in their mobile application.

2014 - 2015

### • SENIOR UX DESIGNER | INTERACTION DESIGNER (CONSULTANT)

 Cleveland, OH

Medical Mutual of Ohio


Played a primary role in defining and creating scalable user experience through improving usability, architecting simple design structure, and enhancing interactive functionalities across Medical Mutual's individual and Medicare insurance websites.

#### Key Highlights

- Evaluated and identified usability issues, produced intuitive wireframes and clickable prototypes, participated in user testing, and proposed new, original ideas on improving the overall user experience.
- Participated in whiteboard design sessions, user journey mappings, cognitive walkthroughs, participatory usability activities, focus groups, competitive analysis research, iterative design, usability testing, and accessibility analysis in an Agile environment.
- Worked as I shared and presented on wireframe prototypes with project stakeholders and multiple product owners to keep inline with Medical Mutual's business goals and objectives.

2014

### • UI/UX DESIGNER II

 Garfield Heights, OH

OverDrive, Inc.

Responsible for designing cleaner, more intuitive user interfaces that ensured high-quality user experiences for millions of OverDrive's consumer-based across their entire digital media solutions including audiobooks, eBooks and other digital content including retailers, wholesalers, and libraries in the US and abroad.

#### Key Highlights

- Delivered the product vision through wireframing, mockups, and prototyping, communicating UX designs throughout the whole design process.
- Created innovative user experience across different mobile and tablets platforms (e.g., iOS, Android & Windows).
- Build front-end functionality and prototyping for websites, library kiosk interfaces, and web-based applications.

2012 - 2014

### • MOBILE UI DESIGNER | FRONT-END WEB UI/UX DEVELOPER

 Cleveland, OH

AmTrust Financial Group

Conceptualized and designed closely with both iOS and Androids developers to craft several internal native mobile apps interfaces that help supported field agents and business operations. Successfully designed, developed and maintained front-end functionality for cross-platform web pages, user interfaces and web-based applications through hand-coding semantic HTML, CSS, and jQuery within an agile .NET driven architecture.

#### Key Highlights

- Ensured strategic development efforts were completed on time, brand standards were followed, and the user interfaces, as well as visual design ideas, were accurately interpreted.
- Created custom, production-ready web graphics, delivering better user interface elements and new product icons for new and existing web/mobile applications and product websites.

## OTHER INDUSTRY EXPERIENCE

- 2010 - 2012** • **SR. GRAPHIC DESIGNER | PRINT SPECIALIST | COLOR SPECIALIST (CONSULTANT)**  Cleveland, OH  
Xerox
- 2008 - 2011** • **FREELANCE GRAPHIC DESIGNER**  Fairlawn, OH  
Koroseal Digital Wall Surfaces
- 2008 - 2010** • **IMPRESS PRINTING ASSOCIATE | GRAPHIC DESIGNER**  Solon, OH  
OfficeMax
- 2007** • **WEB QUALITY ASSURANCE ANALYST (CONSULTANT)**  Cleveland, OH  
American Greetings Interactive

## EDUCATION

- 2012** • **CERTIFICATION IN GRAPHIC DESIGN/WEBSITE DESIGN**  
Polaris Career Center | Middleburg Heights, OH
- 3 1/2 YEARS** • **COURSEWORK IN GRAPHIC & WEB DESIGN**  
College of the Mainland, Texas City, TX | Notre Dame College, Cleveland, OH

## CERTIFICATIONS TRAINING

- PRESENT** • **USER RESEARCH - METHODS AND BEST PRACTICES (IN PROGRESS)**  
Interaction Design Foundation
- **MOBILE USER EXPERIENCE DESIGN (IN PROGRESS)**  
Interaction Design Foundation
- **CONDUCTING USABILITY TESTING (IN PROGRESS)**  
Interaction Design Foundation
- **DESIGN THINKING (IN PROGRESS)**  
Interaction Design Foundation
- **DESIGN RESEARCH TECHNIQUES**  
Cooper Professional Education
- COMPLETED** • **FACILITATING DESIGN THINKING**  
Cooper Professional Education
- **DESIGN THINKING IMMERSIVE**  
Cooper Professional Education