Laura Morgan

UX + Visual Designer

Skills

UX Design, responsive web design, color theory, typography, mobile design, prototyping, branding and identity, information architecture, front end development, researching upcoming trends, knowledge of mobile and web patterns, strong communication skills, cross selling products, sketching

Tools and Software

Sketch, Invision, Slack, Xcode, Axure, Pixate, UXPin, GitHub, Marvel App, Illustrator, Photoshop, InDesign, Acrobat, MAMP, Sublime text, FileZilla, Wordpress, Bootstrap, Keynote, Basecamp, Suitcase

Deliverables

Customer journey maps, empathy maps, user personas, complex prototypes, wireframes, interactive wireframes, task flows, site maps, style guides, pattern libraries, mood boards, mobile screen designs, websites (mobile responsive, Wordspress), landing pages, admin dashboards, data visualizations, blog designs, logos, brand identity systems, brochures and other printed collateral, magazine layout, environmental graphics

Experience

UX DESIGN INTERN: ARTIFACT TECHNOLOGY **,** *June-September 2014*
Redesigned the functionality and user interface of the admin dashboard. This included brainstorming functionality with the lead developer, creating user task flows and wireframes, designing user interface elements, reporting bugs, and user testing.

STUDENT COORDINATOR: IXDA, *June 2014-Present*
Cofounded and organized the Seattle Central chapter of IxDA. As one of the organizers I communicated with a variety of students and professionals organize events and create a chapter.

GRAPHIC DESIGNER: IXDA, *January 2014-September 2014*
IxDA puts on events almost every month and markets them through a variety of digital mediums. I designed posters, banners, hero images, and other event collateral for these events.

Projects

STARTUP WEEKEND: LIGHTHOUSE, *April 2015*
Learned about an unfamiliar industry by conducting user research, created user personas, task flows, wireframes, designed minimal viable product, and presented the business to venture capitalists.

MARKETING MATERIAL: SEND, *April 2015*
Designed cards used for beta testing. The goal was for customers to have an automatic understanding and to gauge their interest.

INVITATIONS AND EVENT SIGNAGE: FERRIS, *June 2014*
Designed custom invitations, RSVP cards, save the dates, and signage for a wedding and a related event.

Education

SEATTLE CENTRAL CREATIVE ACADEMY: AA, 2013-2015

OLYMPIC COLLEGE: AA, 2010-2012

NEW YORK FASHION ACADEMY, 2008-2009