JOE MORRIS
Linkedin.com/in/joemdesign
joem@joemdesign.com • (617) 240-6440

UX DESIGER. UX RESEARCHER. UX MANAGER.

Using analytical data, research, and testing to deliver effective users experiences

Experienced UX design professional skilled in creating impactful digital experiences across diverse industries. Demonstrated success in leading cross-functional teams through ideation, discovery, and validation testing to consistently deliver effective solutions. Proficient in conducting consumer research, data analysis, and generating actionable insights. Skilled in design tools, agile methodologies, and project management.

DESIGN EXPERTISE and TECHNICAL SKILLS

User-Centered Design • Design Strategy and Brand Alignment (UserZoom, ContentSquare) • User Research and Data Analytics • Wireframing and Prototyping (Figma, Adobe XD, InVision) • Design Systems Development • Agile Project Management (JIRA) • Front-End Development (HTML/CSS/JS) • Adobe Creative Suite • Collaboration Tools (Miro, Google Suite) • UX/UI Testing and Validation

EXPERIENCE

Senior UX Designer • Wolverine Worldwide • Rockford, MI   2020 – Present
Key Deliverables

- Created a well-managed design system and core files to quickly deploy UX tests and scale test wins across 15 brand eCommerce sites including Merrell, Sperry, Saucony, Chaco, Hush Puppies, Keds, and more

- Orchestrated stakeholder discovery meetings and presented UX best practices to brand teams in order to proficiently optimize and deliver new site functionality including Accounts, Size & Fit, Shoe Advisor, Design Systems, and other core tools and components

- Demonstrated a partnership-level understanding of Salesforce and its core platform functionality to suit customer shopping, accessibility, and development needs

- Conducted numerous unmoderated qualitative tests with prototypes and prompts for UX design validation with UserZoom

- Initiated testing hypotheses based on consumer behavior supported by Baymard Institute, Nielsen Norman Group, HotJar, and ContentSqauare data

- Formulated the idea and oversaw the production of a UX-centric blog on the company's employee portal and contributed articles including *Why We Need a Design System, What are Design Priniciples, Discoverability vs. Findability, The Asthetic-Usability Effect, The Design Process, the Difference Between UX & UI, and Personas*

- Lead a three-person UX design and research team with a documented process that included research and discovery, prototyping and documentation, video walkthroughs and design requirements as well as career-development training

- Standardized the UX Design process to fit purposefully within an agile environment to efficiently supply the backlog with design solutions for testing and optimization

- Collaborated on over 80 A/B tests with a 25% win-rate reaching an total value $80 million in revenue in 2021

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UX/UI Designer • Gordon Food Service • Wyoming, MI   2018 – 2020
Key Deliverables

- Demonstrated a strong commitment to the process and a deep understanding of business goals and user needs, including those with Accessibility requirements (AA-Level), to launch new features for Gordon Food Service's (GFS) North American Online Ordering platform

- Collaborated in qualitative research to validate a checkout notification system that proved to significantly reduced exposure to ordering mistakes and product shortages by 92%

- Formalized UX/UI design of Checkout Notifications using wireframes, Atomic prototypes, Sketch comps, and Google's Jam Boards to promote a seamless experience for both GFS customers and team developers

- Visualized a new online ordering mobile application to help kitchen managers cut inventory time and churn in half with a combination affect of par ordering, a mobile app and RFID scanner

- Remediated a collection of Angular Material and GFS Online Ordering components into a formalized design system to better communicate and rapidly deploy feature layouts

Joem Design • Grand Rapids, MI   2010 – 2018
Key Deliverables

- Championed usability best practices, testing, and design for Harvard University speed reading application which increased new student reading and comprehension by an average of 250%

- Launched Hasbro Toy Company's Lazer Tag product with online interactive, viral social campaign, and video direction resulting in 68K site visits, 16K+ video views, and 34% click-through conversion rate

- Managed cross functional team consisting of a developer, copywriter, and project manager for Ultra-Tech Printing's new brand assets, including: new logo which scored significantly higher in the 7-Step Rand Test (68/75); new photography showcasing a wider range of capabilities than previously recognized; and new website that reduced bounce rate by 34% and increased quality leads by 19%

- Designed and implemented branding system for Invar Systems, including: traveling trade show exhibit kit, marketing materials, and website that boosted sales up to $1.3M for 2018

- Streamlined user interface and user flows for DraftKings fantasy sports contest; interpreting data and statistics to provide wireframes, design mockups, and banner ad development for 52 campaigns with estimated earnings of $11.2M

- Designed and produced a four-season, multimedia branding campaign, featuring subway ads, digital displays, online banner ads, and website landing pages used to increase lodge and hut occupancy to 100%

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Digitas LBI • Boston, MA   2004 – 2010
Key Deliverables

- Designed, managed, and delivered award-winning online campaigns and websites for the world's largest global brands including General Motors, Virgin, AT&T, and Procter & Gamble

- Led cross functional team of marketing associates, developers, copywriter and illustrator for Holiday Inn's Stay Smart America campaign where website visitors compared Federal Election Committee reports for each of the 2008 US Presidential campaigns versus what they would have saved staying at a Holiday Inn Express; Festival of Media Creativity Award Winner, Adrian Best of Show Award Winner, MITX Finalist Travel Category

- Created an all-digital launch of Tide Detergent's Total Care including website and YouTube channel that together garnered over 300M visitors, 387K video views, increased product purchase intent by 15%, and generated nearly 500K coupon and sample requests; List regional and national recognition for this campaign; MITX Finalist Consumer Category

- Lead UX, design, and development for Tide's Coldwater detergent calculator that drove users to enter data with 97% completion rate, discover 2.85 results per session, and generated 325K coupon and sample requests

- Analyzed social media data to discover consumer behavior, then created marketing campaign for Downy Fabric Care Cleansheets which included website, print, TV spots, and banner ads

- Designed websites for Saturn.com (2007), GMC.com (2006), and GM.com (2005) that drove intent and increased purchase consideration for vehicles

BOARD LEADERSHIP

Director of Event Communications   2008 – 2010
American Institute of Graphic Artists // Boston, MA

- Worked with President and VP of Communications to design, produce, and launch email campaigns to increase attendance at events and promote benefits of membership

- Teamed with other board members to organize sell-out events for BoNE Show and Design Week Boston

- Maintained and updated Boston.AIGA.org for over 700 members

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ACCREDITATION

Competent Communicator
Toastmasters

Harvard Leadership Essentials
HBS Corporate Learning

UX Management: Strategy and Tactics
User Research: Methods and Best Practices
Accessibility: Design for All
Interaction Design Foundation

RECOGNITION

Bank of America Enterprise Site
OMMA Award Finalist, MITX Financial Finalist

Holiday Inn Express, StaySmartAmerica.com
Festival of Media Creativity Award Winner • Adrian Best in Show Winner for Web Marketing;
Adrian Best in Show Winner for Public Relations • MITX Finalist Travel category

Tide, DressToTheSevens.com
MITX Finalist Consumer category

Orange Communications, Wildfire.com
Horizon Interactive Gold Medal Winner • B2B category • MITX Finalist High-Tech category

EDUCATION

Bachelor of Fine Arts (BFA): Graphic Design
Savannah College of Art and Design
June White Scholarship
Cum Laude