

ANTHONY MORRIS

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Portfolio: creativedesignam.com

UX Designer/Product Designer

Proactive and strategic Senior UX Designer with a strong background in user research and interface design. Specializes in developing user-centric web applications and leading design initiatives that enhance user engagement and satisfaction.

EXPERIENCE

Product Designer • CGI Inc.

June 2021 – Present

- Led cross-functional collaboration to design and implement technical/business web applications, enhancing user experience and operational efficiency.
- Drove and implemented improvements in information architecture, site ads, and product advertising on CGI clients' websites. Resulted in an 8% increase in 'buy-flow' users and potential revenue growth.
- Crafted and executed comprehensive design systems, storyboards, and studies for CGI's executive leadership teams. Guided the transformation of CRM software, ensuring alignment with business goals.
- Took charge of optimizing the client's e-commerce buyflow, streamlining user journeys for enhanced online purchasing experiences.

Product Designer/Electrical Engineer • Textron GSE - Tug

March 2019 – May 2021

- Developed enterprise applications focusing on user-centric design, significantly improving user interaction and safety.
- Orchestrated the conception and design of the inaugural in-vehicle display for the Tug Alpha 1 aircraft pushback, marking a marketable highlight of the product.
- Conducted meticulous user testing sessions, ensuring a seamless user experience for the in-vehicle display as a part of the Tug's New Product and Development (R&D) team.
- Coded and developed the Alpha 1 in-vehicle display, integrating digital and analog signals for on-screen warnings, information displays, and real-time updates.
- Implemented innovative electrical systems design, reducing manufacturing time by 25%. Streamlined Tug Alpha 1 production and significantly improved overall system reliability.
- [Link to portfolio piece: www.creativedesignam.com/hmi-design](http://www.creativedesignam.com/hmi-design)

Graphic/Brand Designer, Freelance • Creative Design

October 2020 – Present

- Established Creative Design, delivering tailored freelance design services in logos, websites, and brand designs for a diverse clientele.
- Provided consultative leadership throughout the design process, ensuring clear communication and alignment with clients' visions while consistently exceeding expectations.

Game & UX Designer • Rocket Science Games Studios

June 2022 - December 2022

- Spearheaded design and development of high-quality technical game applications and in-game UI interface, demonstrating expertise in enterprise-level design solutions and user-centric methodologies.
- Pitched our project to ID @ Xbox, highlighting its commercial potential.
- [Link to portfolio piece: www.creativedesignam.com/the-punchliners](http://www.creativedesignam.com/the-punchliners)

Graphic/Brand Designer • HYI Productions, LLC

January 2017 - October 2022

- Led branding, graphic, and digital design for all design projects for HYI Productions, LLC.
- [Link to portfolio piece: www.creativedesignam.com/hyiproductions](http://www.creativedesignam.com/hyiproductions)

EDUCATION

User Experience Nanodegree

Udacity

February 2021 – May 2021

Game/Visual/Brand Design

Xbox – Game Camp Atlanta

Atlanta, GA

June 2022 – December 2022

B.S Electrical Engineering

Georgia Southern University

Statesboro, GA

February 2021 – May 2021

SKILLS

User Experience (UX) Design

- User Interface (UI) Design
- User Research
- Design Thinking Strategies
- User Personas
- Wire-framing
- Usability Testing
- Information Architecture
- Interaction Design
- User Interface Design
- Visual Design
- Mobile Design
- Prototyping
- UX/UI Guidelines
- Accessibility Compliance
- User Journeys
- Responsive Design
- Agile Methodologies
- Digital Analytics
- Project & Client Management

Graphic and Visual Design

- Brand Design
- Typography
- Digital Illustrations
- Logo Design
- Website Design

Software

- Figma, Adobe XD
- Chat GPT & AI Tools
- JIRA, Confluence
- Adobe Suite, Affinity Suite
- Knowledge of HTML, CSS
- FigJam, Mural, Miro
- Microsoft Office, specialized in Excel
- iQAN Design (Visual Design and coding experience)

Game Design

- Game Mechanics
- Gamification
- Narrative Design