

ANTHONY MORRIS

Product Designer

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EDUCATION

Georgia Southern University

December 2018

B.S. in Electrical Engineering

Udacity

May 2021

User Experience Nanodegree

Xbox Game Studios - Gampcamp Atlanta

June 2022 - September 2022

Game Design & Visual/Brand Design

SKILLS

UI/UX Design

Graphic Design

Branding

Brand Redesign

Digital Design

Product Design

Design System Development

Game Design

User Research

Visual Design

Communication and Client Consultation

Design Processes and Principles

Design Presentation and Storytelling

SOFTWARE

Figma

FigJam/Mural

Affinity Designer/Photo

Adobe Creative Suite

Unreal Engine

iQAN Design

PATENT

Alpha 1 - **Textron GSE**

Electric Pushback Tractor

October 2022

EXPERIENCE



Product Designer - **CGI Technologies and Solutions**

June 2021 - Present

- Provides innovative solutions for the stakeholder's site as a member of the User-Centered design team, leveraging expertise in both web design and product design to improve the overall user experience.
- Collaborates with cross-functional teams, including UX/UI designers, content creators, and developers, using the Agile method and wireframing to deliver customized and impactful solutions for the stakeholder's projects.
- Conceptualized and led the improvement of the learn flow for internet products, conducting user research and applying design strategies to create a seamless and intuitive user experience.
- Conducted audits of web pages to identify areas for improvement, introducing illustrations and graphics to better communicate the differences between internet products and enhance the overall aesthetic.



Product Designer/ Electrical Engineer - **Textron GSE**

March 2019 - May 2021

- Elevated the UI/UX design of Alpha 1 by 100% through expert application of UI/UX design & interaction design principles and led design reviews to continuously optimize the HMI/UI design and overall usability.
- Implemented innovative design strategies in the user interface, such as visual imagery, color, typography, and form to enhance the user experience and proposed and specified new design solutions to improve the vehicle's aesthetics, usability, and operation.
- Designed and engineered electrical solutions for Alpha 1 with a focus on ease of maintenance and modular design while optimizing the design to reduce costs, increase efficiency, and enhance the user experience.
- Implemented innovative approaches in electrical systems design to minimize downtime and improve reliability, and coordinated with cross-functional teams to ensure compatibility with other mechanical and software systems.



Lead Game Designer - **Rocket Science Games Studio**

June 2022 - December 2022

- Founded the branding for Rocket Science Games, elevating the company's visual identity and market recognition.
- Spearheaded design sessions with the studio using Figma/FigJam, effectively communicating game design concepts and promoting collaboration towards successful project delivery.
- Conceptualized and executed the design system, combat system, and UI for "The Punchliners", showcasing a strong understanding of game design principles and implementation.
- Successfully pitched the project to potential publishers, demonstrating effective presentation skills and demonstrating the project's potential for commercial success



Freelance Designer - **Creative Design by AM**

January 2017 - Present

- Established Creative Design to provide freelance design services to clients, including logos, websites, resumes, brand designs, and other graphic design needs.
- Conceptualizes and delivers creative designs for various clients, elevating their brand image and increasing their online presence.
- Led the design process from concept to final delivery, ensuring high-quality designs that met client expectations and exceeded their needs through expert use of design principles and software such as Affinity Designer, Adobe Illustrator & Photoshop, and other Adobe Creative Suite products.
- Produces top-notch designs that have received positive feedback from clients, showcasing strong graphic design skills and ability to create eye-catching visuals.