

## Alexander Morse // Senior Product Designer // portfolio: [designmorse.com/ux/](https://designmorse.com/ux/)

I am a product design leader that demonstrates the ability to bridge the gap between technical teams and business stakeholders. I combine a user centered design process with consumer insights to inform a strategic product design process driving change in health tech, entrepreneurial startups, enterprises, technology, entertainment, and B2B.

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### Qualifications

- **Leads the product design and management process:** understand the problem, empathize with users, conduct research, analytical thinking to define needs, ideate, prototype, testing
- Create personas, info architecture, use cases, user flows to inform the design of apps, websites, interfaces, software tools
- Leverage strategic framework to match user needs and user research through design sprints, and iterative design
- Manage and collaborate with international software engineers and designers
- Mentoring talent in technical environments

### Education & Certification

State University of New York at Buffalo,  
BA Communication Design 2003, Cum Laude

Google UX Design Certificate // 22

### Skills

design & data	software
Early product scoping	Figma / Sketch
Design leadership	Adobe Creative Suite / XD
Usability Testing / accessibility practices	Asana / Product management
Wireframing	Microsoft Suite
Interactive Prototypes	Adobe Photoshop
Flows, Journey Maps	Keynotes / PPT
Storyboarding	Wordpress
UX/UI Design	Webflow
Branding & Illustration	ChatGPT
HTML/CSS/JS/Dev	

### Experiences

#### Mosaic Diagnostics Senior Product Designer // 22 – 23

Designed a first gen health tech software (B2B & B2B2C) for practitioners to order, deploy, review status of test kits and enabling patients to review results. Led platform feature creation and documentation addressing user needs and requirements from stakeholders. Design prototypes, high-fidelity designs, iterate designs based on customer support feedback, research analytics, A/B tests. Collaborate with partner agency and consultants on product roadmapping & weekly agile sprint alignment. 1 yr contract

- Iterated designs reduced UX related CX service calls by 60%
- Designs helped migrate 4,000 users from previous platform

#### Morse Design Product Design Director, Principal // 13 – 23

Consultant and advisor for digital product designs for tech startups. Strategic thinking and thought leadership to create business & product design guidelines for startups, corporations, agencies and stakeholders. Advises on discovery, product and brand strategy, prototypes and product lifecycle, scaling brands, brand guidelines, blending business goals with user needs. Designs digital tools, apps, experiences, gesture activated, AR/VR interactive displays, kiosks and presentations. Conducts usability studies and iterative user-centered process to improve designs. Clients: *ForksOverKnives*, *Young Entrepreneurs Academy*, *FIFCO*, *US Chamber of Commerce*.

#### Rivotto UX Design Director & Strategy // 22 // Contractor

Led strategy sessions to create automotive aftermarket brand positioning, design system & guidelines. Led product website & marketing to B2B government clients to meet ESG guidelines.

#### Geopoint Data Design Director // 20 – 21 // Contractor

Led the SAAS user experience design improvements for multiple real estate data aggregator products and apps. Designed and optimized efficiency for customer data capture forms. Designed digital platforms for real estate brands. Created lead magnets and marketing landing pages increasing lead generation.

*Additional experiences on next page*

## Industry Experience

Diverse understanding for a variety of businesses and use cases, understanding audience and visual design standards across a wide variety of industries: Health Tech, Automotive, Startups, Entertainment, Hospitality, Retail, Entrepreneurship, Technology, SAAS, Consumer Products, Advertising Agencies, Branding Agencies & Web3.

Brand & Business Experience List:  
[designmorse.com/brand-experience/](https://designmorse.com/brand-experience/)

## Professional & Personal Facts

- As an advisor to early PayPal teammembers I created product design roadmapping and guidelines for a Silicon Valley founded, fine art & fashion startup
- Advised and consulted for over a dozen startups across multiple industries
- Designed a concept and storyboard for an award winning automotive industry television commercial
- Former award-winning Creative Director for marketing agencies in NY

**Social Impact:** I am deeply committed to making a difference in my community:

- Our family enjoys volunteering for local dog rescues. We foster dogs and have socially rehabilitated over 60 dogs in our home (not all at once)
- Through the Orlando Basket Bridge I film and edit videos and driving awareness towards bringing meals to families in need during the holidays
- Annual toy drive and fundraising for 501c3 non-profits through our local sports club

## Experiences (Continued)

### **Gelia B2B Marketing** Group Lead UX/UI Designer // 10-13

Led *TRICO automotive* global website redesign and company rebrand. Made identifying automotive products for vehicles more efficient through website and mobile design improvements. Leveraged focus groups, usability studies, qualitative and quantitative research to iteratively improve sales tool usability.

- Optimized global website user flows impacting a 30% year-over-year increase in finding products for their vehicle and viewing installation videos

### **Cenergy Activating Brands** Creative Director // 05-10 // FT

Managed the Creative & Art Direction of sports, entertainment media and national brands in a demanding, deadline driven environment. Responsible for translating creative briefs into omnichannel creative, conceptual advertising campaigns, retail displays, website designs. Clients: Comcast, Delaware North, TNT, Sports Authority, AXS, MLB, NFL, NHL, Allergan (Abbvie), TBS

- Created proposal packaging design concepts securing \$75 million in MLB and NFL team food and retail service contracts for Delaware North Companies
- Designed omni-channel digital and experiential campaigns (onsite + digital) for Comcast. Increased college market customer acquisition for internet and cable by 94%.

## References

### **Glenn Morgan**

Founder, Research4Creative

President / Chief Operating Officer, Fuselideas Agency

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### **Rena L Zellars**

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