

Alexander Morse, Experience Designer | UX/UI | Product Marketing | Brand

DeLand FL, 32720 | 716-308-8270 |

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Summary: Award winning designer with 20 years of interdisciplinary experience working on Fortune 50 companies, corporations and startup brands. Highly independent, ambitious and motivated UX Designer with a results oriented track record. Utilizes technical expertise and user insights to inform, iterate and improve the design process, driving results in technology, commerce and positive corporate culture. I seek to solve complex brand design and user experience problems with a focus on user needs and achieving new milestones.

Skills

- **Proven accountability and execution in the product design lifecycle driving high impact solutions**
- Over 10 years of experience in UX Design, delivering optimized and impactful experiences in B2B and consumer products
- Brings clarity to customer journeys and complex user problems
- A voice that leads design workshops and presentations to stakeholders
- A passion for design systems, creating equity and improving accessibility
- Expert in interactive design, Figma and UX prototyping tools
- Expert in a strategic brand design process
- Experience with user research, interviews and testing methods
- Ability to communicate complex design concepts and meet project schedules
- Experience mentoring junior designers and running design internship programs

College Education

4 year Bachelor's degree from the State University of New York at Buffalo, 06/2003, BA Communication Design, Cum Laude

Certification

Professional Certificate from Google, Google UX Design Certification completed 08/2022

Professional Experiences

Design Consultant, President, Morse Design, 03/2013 – 04/2024

Works with CEOs, C-suite, startups, and corporations to facilitate the UX design process. Leads the creation of concepts, branding, product design vision and visual design for product launches and services. Coaches teams to provide the research, discovery and insights to create user interface designs for digital tools, resource assets, websites, apps, presentations, touchscreens and interactive displays. Leverages leadership skills and strategic thinking to allow design thinking to influence inclusive improvements across wireframes, creative storyboards, visual design, and high fidelity prototypes.

- Led and launched the brand, product and design vision for an environmental startup, Rivotto, to help corporations meet ESG requirements and climate goals

Senior Product Designer, Mosaic Diagnostics, 08/2022 – 10/2023

Designed a first generation health tech software (B2B & B2B2C) to enable practitioners to process diagnostic test kits, review order status, metrics and results. Improved the e-commerce flow and ordering for HIPPA compliant and sensitive data enabling patients to review results more effectively. Created prototypes, high-fidelity designs, iterate designs based on reference customer feedback, research analytics and A/B tests. Contract position.

- Led platform feature creation and documentation
- Iterated designs reduced UX related CX service calls by 60%

Blockchain Advisor & Consultant, Freelance, 01/2022 – present

Provides guidance, concept ideation and technical expertise for multiple brands and corporations synthesizing blockchain, bitcoin and digital assets into their traditional business models.

- Led brand design vision, user persona development, product research, positioning and blockchain integration for Silicon Valley stealth startup leading to successful product launch
- Thought leadership and education to clients on the relationship between finance, securities and tokenized digital assets

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Soft & Hard Skills

- Highly proficient at Figma, Sketch and Adobe Creative Suite products (XD, Photoshop, Illustrator, After Effects)
- Early product scoping
- Design leadership
- Usability Testing / accessibility practices
- Information architecture, Wireframing
- Interactive Prototypes
- Flows, Journey Maps
- Storyboarding
- UX/UI Design
- Branding & Illustration
- HTML/CSS/JS/Dev
- Microsoft Suite
- Stakeholder Keynotes / PPT
- Wordpress
- Webflow
- AI Tools
- Self educated in wealth management, finance, economic concepts and assets

Professional Achievements

- Advised and consulted for over a dozen startups across multiple industries
- Designed a concept and storyboard for an Addy award winning automotive industry television commercial
- Award-winning Creative Director for marketing agencies in NY, received multiple Addy awards in New York for design

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

- My family enjoys volunteering for local dog rescues. We foster dogs and have socially rehabilitated over 60 dogs
- We run an annual toy drive and fundraising for 501c3 non-profits

Additional Professional Experiences

Group Lead UX/UI Designer, Gelia Marketing, 06/2010 – 03/2013

Led *TRICO automotive* global website redesign and company rebrand. Designed and iterated website and mobile design improvements by leveraging qualitative and quantitative research from focus groups, usability studies. 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
- Made identifying products for vehicles more efficient, time on task for part search by 32%

Creative Director, Cenergy Activating Brands, 10/2003 – 06/2010

Managed the Creative & Art Direction of sports, entertainment media and Fortune 50 national brands in a demanding, deadline driven environment. Translated 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

- Designed digital campaign, products, digital sponsorship and experience activations for media and sports brands: TNT, WGN, COX, MLB, NFL, NHL including work with athletes
- Created proposal packaging design concepts securing \$75 million in MLB and NFL team food and retail service contracts for Delaware North Companies
- Optimized omni-channel digital and experiential campaigns (onsite & digital) for Comcast that increased college market customer acquisition for internet and cable by 94%

References can be supplied upon request