

Alex Morris UX Designer

Skilled in all aspects of user centered design, including facilitating user research sessions, synthesizing research, storytelling, wire-framing concepts, high-fidelity design, in addition to persona and journey mapping.

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214-546-7767

Experience

IBM Design | San Francisco, CA

2018 - 2020

UX Designer 2 (2019 - 2020)

Managed design effort in enabling platform-wide orchestration between enterprise analytical assets. Organized a semi-annual internal conference to allow IBMers to gather in and share creative passions to grow company culture.

- Led design strategy and experience for enabling users to link analytic assets amongst 8 tools within Watson Studio data and AI platform to enable automated workflows which attracted a new subset of users and increase in revenue.
- Conceived and organized a semi-annual conference called IBM Pollinate hosting 24 speakers and 200+ attendees with a budget of \$16K, creating culture of sharing and networking among IBMers.

UX Designer 1 (2018 - 2019)

Supported design team on delivering enterprise platform-wide search vision to support needs of 5 different personas within data science umbrella.

- Led and presented market, generative, user-testing research, enabling search between 8 tools within platform Cloud Pak for data.
- Designed wireframes, iterated into high-fidelity user flows, and implemented design vision, improving user experience of searching within platform.
- Facilitated design thinking workshops at The Violet Society, Northeastern University, AimHigh, SF Design Week and General Assembly for 50+ participants that increased IBM outreach within design community.

IBM Design | Austin, TX

2017

UX Intern

Supported design team to create design strategy for IBM's badging program by presenting strategy and research weekly.

- Conducted user interviews and turned research into a design vision for badging at IBM which was adopted and handed off to a full-time team for implementation.
- Combined weather data with music into a showcase exhibited at SXSW in 4.5 days which increased brand awareness of Weather Underground.

Skills

Technical

Sketch & Sketch Measure
Principal
Invision
Adobe Suite
Axure Rp
Github
Trello

Soft

Workshop facilitation
Public speaking
Improv team building
Event logistics
Strategy

Awards & Certificates

IBM

Aug. 2019
CrushIT Pollinate
Recognition
Team Essentials for AI
Apr. 2018
CrushIT Delivery
Excellence
May 2018
Enterprise Design Thinking

Education

Northeastern University

Boston, MA
BFA Graphic Design
GPA 3.82

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Experience (cont.)

iFactory | Boston, MA

Web design agency for higher education and healthcare

Visual Design Co-Op

Aided design team to create responsive site re-design of MassArt.edu. Took wireframes to high-fidelity design and implemented designs with remote development team.

- Presented several styles to incoming and outgoing presidents of Massachusetts College of Art and Design and at 2 community town halls of 50+ people, gaining stakeholder buy-in and including stakeholder feedback in final design.
- Aided senior designer for redesign of MassArt.edu, leading to a traffic increase of 200%.

Scout | Boston, MA

Northeastern's student-led design studio

Design Lead (2017)

Led a team of 3 designers to execute a responsive site redesign of scholarjet.com in 4 months.

Designer (2016-2017)

Conducted generative research and iterated wireframes for site redesigns for studentrabbit.com, an online textbook seller.

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2016

Volunteering

Covia (2018 - present)
Social Call Buddy

TedX (2019)
Volunteer Management

Project Homecoming (2015)
Volunteer

2016 - 2017