

# Alex Morris // UX Designer

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## Skills

### Technical

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

### Soft

Workshop facilitation  
Public speaking  
Improv team building  
Event logistics  
Strategy

## Education

### Northeastern University

Boston, MA  
BFA Graphic Design  
GPA 3.82  
Study Abroad:  
Iceland June 2015 & June 2017

## Experience

### IBM Design

#### UX Designer

Jan. 2018 - Present | San Francisco, CA

Led and presented market, generative, user-testing research that enabled search between 7 applications within Cloud Pak for Data.

Wireframed and designed high-fidelity concepts for 3 project initiatives within Cloud Pak for Data that I delivered to engineers.

Initiated and facilitated design thinking workshops at: Northeastern University, AimHigh, SF Design Week and General Assembly for 16-50 people.

#### UX Intern

Jan. 2017 - Mar. 2017 | Austin, TX

Designed a pilot software for IBM's open badging program by interviewing users, and iterating on concepts, and presenting weekly to stakeholders.

Combined weather data with music into a showcase exhibited at SXSW in 4.5 days.

**iFactory** // web design agency for higher education and healthcare

### Visual Design Co Op

Jan. 2016 - Aug. 2016 | Boston, MA

Pitched new visual style of website to president of Massachusetts College of Art and Design and at 2 community town halls of 25-50 people.

Aided a senior designer in the redesign of MassArt.edu which led to increase in traffic by 200%.

**Scout** // Northeastern's student-led design studio

### Design Lead

Sep. 2017 - Dec. 2017 | Boston, MA

Managed a team of 3 designers to execute a responsive site redesign of scholarjet.com.

Negotiated roadmap, deliverables and presented weekly in person to 3 stakeholders.

### Designer

Jan. 2016 - Sep. 2017 | Boston, MA

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

Produced a design experiment, including software for participant use, to answer an environmental issue for professors at Northeastern University.