Morgan Long

UX/UI Designer & Researcher

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📍 Kirkland, Washington

EXPERIENCE

UX Designer & Researcher | UW (Independent Research Team)   March 2021 — Febuary 2022

Seattle, Washington (Remote)

- **Collaborated** directly with small team of esteemed psychologists and software developers on the research and development of a new, research-based dating and personal growth application.
- **Worked** remotely and independently to design a prototype for a mobile app focused on helping users build their personal relationships through communication skills and self-development.
- **Created** end-to-end onboarding flow and established messaging framework by applying human-centered design thinking and professional psychological principles.
- **Presented** research and proactively iterated upon feedback from team members through presentations and proposals regarding user research, market analysis, psychological research, design proposals, and visual design critiques.
- **Created** weekly iterations of low and high fidelity clickable prototypes for potential designs.

UX Design & Product Management Intern | TF Labs   June 2020 - January 2021

Seattle, Washington (Remote)

- **Redesigned** the user experience and interface of TF Labs's web applications to assist startups in identifying new opportunities for company growth.
- **Conducted** ongoing UX research to identify areas of improvement for the TF Labs website through competitive analysis, SEO optimization, market research, content inventories, and user analysis.
- **Designed** and conducted user tests to evaluate site content and information architecture for web.
- **Administered** user research and proactively iterated upon feedback from team members through presentations and proposals regarding user research, market analysis, psychological research, design proposals, and visual design critiques.
- **Collaborated** with researchers, developers, and other designers to ensure that my designs satisfy the needs of the user and the business.

UX Designer & Researcher | City of Seattle   February 2020 – April 2020

Seattle, Washington

- **Collaborated** with the City of Seattle's UX Design team to research and design a new navigation system for residents in their community, utilizing map and GPS technology.
- **Designed** and conducted multiple remote usability tests, identifying areas to optimize efficiency, effectiveness, and satisfaction.
- **Improved** the system usability score (SUS) from 60% to 75% through 4 rounds of design iterations.
- **Constructed** and delivered a 50-screen high fidelity prototype using Figma.

PROJECTS

UX Design Consultant | University of Washington   Spring 2021

Collaborated with researchers and psychologists from the University of Washington for user research and human-centered website design. **Improved** the end-to-end experience of the FAP website by conducting market research, identifying UX issues, and proposing design recommendations. **Designed** and conducted user tests to evaluate site content, UX needs, and architecture for their web experience.

UX Researcher & Designer | Nordstrom App (Mobile App Redesign)   Spring 2020

Identified areas of improvement for the Nordstrom mobile app through user interviews, market research, affinity mapping, and competitive analysis. **Updated** content organization and navigation through interviews, card sorting, and usability tests. **Improved** the system usability score (SUS) from 65% to 85% through 3 rounds of design iterations.

EDUCATION

General Assembly
User Experience Design, Certificate Program
December 2019 - April 2020, Seattle

University of Colorado, Boulder
B.S. Business Admin, Emphasis in Marketing
August 2014 - May 2018, Boulder

RESEARCH SKILLS

Information Architecture
Interviews & Surveys
Competitive Analysis
Contextual Inquiry
Affinity Diagrams
Journey Mapping
Usability Testing
Market Analysis
Product Design
User Research
Card Sorting
User Stories
Storyboards
Personas

DESIGN SKILLS

UI & Visual Design
Data Visualization
Visual Hierarchy
Graphic Design
Whiteboarding
Wireframing
Prototyping

TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe XD
InVision
Sketch
Figma