

# René Morris

MOBILE APP EXPERT | UI/UX DESIGNER | INTERACTION DESIGN CREATOR

Houston, TX

Multi-discipline, fully stacked, experienced designer who can deliver high-quality user-centered design solutions that help businesses define, create and build engaging user experiences across multiple online channels, products and brands. I am truly passionate about creating exciting user experience, true creativity, pushing the boundaries of what is possible and surpassing expectations in everything I do. I absolutely love designing; building them, cultivating them, and turning your dream into a touchable awe. I love taking on new challenges and advancing my knowledge within the user experience world. From beautiful intuitive user-centric interfaces to powerful web applications, I can balance functionality and style with harmony and grace.

Work Experience

Freelance Mobile UX/UI Designer

Houston, TX  
Jun 2016 - Present

## Self-employed

Specialize in creating high-quality user-centered solutions across different mobile application platforms. Oversee many areas in the product lifecycle throughout the entire project, from initial explorations of a product idea through until the final launch day to the world. Assist in planning and driving product direction and road mapping. Promoted UX methodologies leading to deeper understanding of the user base, reduced design time and increased data for informed designs. Collaborate with other UX experts in conducting both quantitative and qualitative data analysis on data gathered from online surveys, one-on-one interviews, mobile ethnography and user testing. Experienced in creating sketches, wireframes and UI prototypes to make key design decisions early and often throughout the design process. Directly control all UI design work from initial concept to final development implementation.

Key Tools I Use: Photoshop, Illustrator, InDesign, Zeplin, Sketch, Axure, Balsamiq, Invision, Proto.io, Justinmind, MS Visio

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Senior Mobile UI Designer (Consultant)

Detroit, MI

## Blue Cross Blue Shield of Michigan | Apex Systems

Played a primary role in translating the BCBSM brand into useful and engaging mobile digital experiences for a variety of audiences, including consumers, members, agents, and providers. Create simple, engaging interfaces and design patterns that ensure great digital experiences across both iOS and Android.

### Key Highlights

- Created intuitive and engaging interface elements that were targeted to enhance the user experience and meet business needs.
- Present and defend design decisions that achieved the goals of the user and business by using my design process and standard design principles.
- Experience collaborating on a cross-functional team to develop solutions to new and enhance features in their mobile application.

Key Tools Used: Photoshop, Illustrator, Axure, InVision

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UX Designer | Interaction Designer (Consultant)

Cleveland, OH  
2014 - 2015

## Medical Mutual of Ohio | Oxford Global Resources

A leader in defining and creating scalable user experience through improving usability, architecting simplistic design structure and interactive functionalities to achieve a more consistent experience that gives cohesion and adaptability across Medical Mutual websites.

### Key Highlights

- Create intuitive web applications and streamlined interfaces, redefining the user experience.
- Participate in whiteboard design sessions, user journey mappings, cognitive walkthroughs, card sorting, usability participatory activities, focus groups, competitor analysis, qualitative user testing, iterative design, usability testing, and accessibility analysis in an Agile environment.
- Analyzing content, user goals, business needs and other sources of information to help define the User Experience.
- Develop project deliverables, including low and high-fidelity wireframe mockups, interactive prototypes for different web applications on-time and in budget.
- Support and participate in usability testing activities through creating wireframes and prototypes to improve the overall user experience for redesigning current web application.

Key Tools Used: Axure, Photoshop, Illustrator, Sketch, InVision

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UI/UX Designer II

Garfield Heights, OH  
2014 - 2014

## OverDrive Inc.

Responsible for designing cleaner, more intuitive user interfaces that ensured high-quality user experiences for millions of OverDrive's consumer-based across their entire digital media solutions including audiobooks, eBooks and other digital content including retailers, wholesalers, and libraries in the US and abroad.

### Key Highlights

- Developed detailed product deliverables through wireframing, mockups, and prototyping, communicating UX designs and product requirements.
- Created innovative user experience across different mobile and tablets platforms (e.g., iOS, Android & Windows).
- Build front-end functionality and prototyping for websites, library kiosk interfaces, and web-based applications.

Key Tools Used: Proto.io, Photoshop, Illustrator, Dreamweaver, Foundation, HTML, CSS

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Mobile UI Designer | Front-end Web UI/UX  
Developer

Cleveland, OH  
2012 - 2014

## AmTrust Financial Group

Conceptualize and designed closely with both iOS and Androids developers to craft several internal native mobile apps interfaces that help supported field agents and business operations. Successfully designed, developed and maintained front-end functionality for cross-platform web pages, user interfaces and web-based application through hand-coding semantic HTML, CSS, and jQuery within an agile .NET driven architecture.

### Key Highlights

- Ensured strategic development efforts were completed on time, brand standards were followed, and the user interfaces, as well as visual design ideas, were accurately interpreted.
- Convert legacy code to cleaner, highly reusable and easily maintainable code structure that's more compliant with current W3C standards.
- Validate cross-browser compatibility, usability, and functionality through testing across all sites.
- Translate business goals and user needs into an easy-to-use mobile app experiences by rapid prototyping ideas from low-fidelity wireframes concepts up to high-fidelity deliverables.
- Created custom, production-ready web graphics, delivering better user interface elements and new product icons for new and existing web/mobile applications and product websites.

Key Tools Used: Photoshop, Fireworks, Illustrator, Dreamweaver, Bootstrap, HTML, CSS

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Senior Graphic Designer | Print Expert | Color  
Specialist (Consultant)

Cleveland, OH  
2010 - 2012

## Xerox | Computer Task Group

Provided expert art direction and graphic design expertise in seeing all projects through from concept, design, print production, project completion and delivery in high volume production environment. Successfully delivered creative direction, leadership and support with the team to maximize the success of every project.

### Key Highlights

- Instrumental in creating original marketing collateral to manage print production projects including a wide variety of marketing collateral and promotional materials.
- Simultaneously managed, prioritized and completed multiple projects under constant time constraints daily. Maintained being proactive in taking prompt actions to accomplishing objectives and achieving goals beyond what is required.
- Managed and coordinate efforts in preparing files, pre-flighting, color matching and executing print production orders with top industry quality.
- Built and cultivated internal and external customer relationships through meeting expectation, building strong quality with adherence to brand and developed powerful creative assets with client-winning results.

Key Tools Used: Photoshop, InDesign, Illustrator, MS Office, XMPie VDP Software, Xerox Fiery Command WorkStation 5

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Graphic Designer (Consultant)

Fairlawn, OH  
2008 - 2011

## Koroseal Digital Wall Surfaces

Worked directly within the graphics department in digitally enhancing images, illustration and vector artwork for designing numerous different digital wall murals for well-known international and US businesses across major industries like Hospitality, Sports and Food Service.

### Key Highlights

- Conceptualized and design large-scale design wall-size graphics for new, department marketing materials, and illustration works for product samples for tradeshow and the sales team.

Key Tools Used: Photoshop, InDesign, Illustrator, Acrobat Pro, MS Office, LiveCycle Designer

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ImPress Printing Associate | Graphic Designer

Solon, Ohio  
2008 - 2010

## OfficeMax

Directed and coordinated all facets of print production including consulting customers, scheduling and printing jobs, prioritized daily workloads and performed quality checking for projects accuracy. Regularly interfaced with a wide range of customer clientele for all their printing and finished needs.

### Key Highlights

- Spearheaded internal /external print and design projects (e.g., flyers, brochures, business cards and ads, banners, booklets, newsletters, manuals, handbooks, invitations, POS posters, and in-store signage).
- Created innovated optimum business print and design solutions for individual walk-in consumer to large corporate businesses.

Key Tools Used: Photoshop, InDesign, Illustrator, Acrobat Pro, MS Office



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Web Quality Assurance Analyst (Consultant)

Cleveland, OH  
2007 - 2007

## American Greetings Interactive | Icon Resource Group

Managed, maintained and evaluated multiple websites as well as monitoring and evaluating the quality and readiness throughout each product release cycle. Worked with developers, product managers, content team members and lead QA analysts in reviewing site definition and web infrastructure documents, web functionality, web flowcharts, and project briefs. Ensured requirements and designs were translated into efficient useable cases for testing new and existing web-based sites.

### Key Highlights

- Maximized project lifecycle success of websites by performing heavy manual front-end testing, black box testing, integration testing, Ad Hoc testing, monkey testing, and regression testing.
- Drove all efforts to implement test plans and test scripts, analyzing and verifying that project requirements were executable, and not ambiguous, so that an effect product release can be obtained.

Key Tools Used: MS Office, Visio, Dreamweaver

## Education

### Certification in Graphic Design/ Web Design

Middleburg Heights, OH  
Sep 2011 - Aug 2012

Extensive training in the fields of Graphic Design, web and interactive media. Coursework included training in graphic design principals and color theory, print media design and advertisement, branding, implementing creative projects, page layout, photo retouching, illustration drawing, web development, integration of Flash media into HTML and web applications, CMS's like Wordpress, animation and actionscript, UX/UI designing, social media development and other interactive media.

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Graphic Design/Web Design

Cleveland, OH

**Notre Dame College**

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