

Senior Visual & UX/UI Designer

Award-winning and results-driven professional with extensive experience leading creative design, user experience, and brand innovation across SaaS, e-commerce, and enterprise platforms.

Skilled in building scalable design systems, responsive web interfaces, and engaging digital assets that enhance usability, strengthen brand identity, and support business growth. Proficient in Adobe Creative Suite, Figma, ReactJS, WordPress, and advanced prototyping tools, with a proven record of delivering intuitive, user-centered designs that align with organizational objectives and improve engagement. Recognized for combining creative vision with technical expertise to produce high-impact design solutions.

CORE SKILLS & PROFESSIONAL COMPETENCIES

- **Adobe Creative Suite Mastery:** Photoshop, Illustrator, InDesign; motion graphics in After Effects and Premiere Pro.
- **Digital & Print Communications:** Design and production for web, social, video, environmental, and print.
- **Web & Front-End Skills:** HTML/CSS, responsive design, WordPress; familiarity with ReactJS; next-level prototyping with Figma and AxureRP.
- **Brand Stewardship:** Acting as a brand ambassador to ensure consistency, equity, and inclusive storytelling.
- **Project & Time Management:** Use of project-management systems; strong organizational skills to meet independent and team deadlines within budget.
- **Collaboration & Quick Turnaround:** Partnering effectively with cross-functional teams and iterating quickly on creative feedback.
- **Illustration & Creative Concepting:** Advanced appreciation for differences between digital and print artwork preparation, production, and graphic design considerations.
- **Equity & Inclusion:** Commitment to promoting diversity and inclusive communications.

PROFESSIONAL EXPERIENCE

Owner / Creative Director | Paul Morgan Designs

Aug. 2014-Present

- Design and maintain custom WordPress websites aligned with client objectives and business goals.
- Oversee end-to-end web presence management, from strategic planning through execution and ongoing support.
- Develop responsive, SEO-optimized layouts with strong visual impact to enhance user engagement and visibility.

UX & Visual Designer | DXTel

June 2024 – Feb. 2025

- Directed a UI redesign initiative informed by user research, enhancing usability and visual appeal for B2B ISP clients.
- Designed and implemented user-centric UX and UI solutions with rapid turnaround and high precision.
- Built scalable design systems and reusable Figma components to support a proprietary SaaS site builder.
- Accelerated project delivery by leveraging AI-driven tools for wireframing and code generation.

PROFESSIONAL EXPERIENCE (CONTINUED)

Senior UX & Visual Designer | Quiet Platforms (American Eagle Outfitters)

July 2022 – Feb. 2023

- Spearheaded design and prototyping of mobile-first logistics management platforms for a SaaS startup, improving usability and client adoption.
- Developed and scaled a unified design system in Figma, reducing handoff time and ensuring consistency.
- Delivered executive-level UX insights through advanced Axure RP prototypes, accelerating product decision-making.
- Standardized cross-platform brand guidelines to strengthen product identity and enhance user trust.
- Transformed user research and behavioral data into high-fidelity wireframes and interactive user flows that informed product roadmaps.
- Produced motion graphics, animations, and product demo videos in After Effects and Premiere Pro to support storytelling and go-to-market strategies.

Senior Web & Communications Designer | Tirebuyer.com (American Tire Distributors)

Sept. 2015 – June 2022

- Designed and coded 200+ responsive landing pages, helping boost organic traffic by 800K+ in six months through SEO-optimization and content strategy improvements.
- Main liaison across business, design, and development teams for B2B/B2C e-commerce sites.
- Managed site content via SAP CMS, overseeing updates, consistency, and functionality across platforms.
- Directed iterative A/B testing and visual content updates to improve marketing performance and conversion rates.
- Streamlined feedback loops and iterative design cycles, ensuring timely delivery in a fast-paced environment.
- Balanced technical implementation and creative design demands to meet business objectives.
- Contributed significantly to the comprehensive redesign efforts for Tirebuyer.com, TirePros.com, and ATD.com.

EDUCATION

Bachelor of Arts in Journalism | University of Oregon

AWARDS

- **4 international awards** from the Society for News Design, including 2 for portfolios of work.
- **9 statewide awards** for newspaper sports and feature design and writing.