

Nick Morrow

UX Design & Research

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ABOUT

I help companies improve their user experience through research, content strategy, UI design and usability testing. As a UX designer, I have worked with a variety of clients, ranging from VC-backed startups to large corporations. I am passionate about solving problems at the intersection of business, design, and technology.

WORK EXPERIENCE

UX/UI Designer

NXP Semiconductors (contract via Liaison Creative + Marketing)

August 2017 - March 2018

I worked on a multidisciplinary team responsible for user experience and content strategy on NXP.com. I redesigned numerous sections of NXP.com to improve messaging, navigation and usability. During my time at NXP, consultancy group Bowen Craggs rated NXP's online experience 35 out of 200 global companies and increased our "online excellence" score by 6% YoY.

Freelance UX Consultant

The Helper Bees/ FanPlei

May 2016 - Present

I help early stage tech startups develop empathy with their users and improve their end-to-end digital experience through research, ideation, user testing and UI design.

Digital Marketing Consultant

Apiary Digital Media Collective

February - May 2016

I created and implemented growth marketing strategies across search and social channels for startups and large corporations including Databox, PMI & Twitter.

Account Manager

Adlucent

March 2014 - December 2015

I managed paid search accounts of up to \$300,000 monthly ad spend and lead both weekly client-facing and internal team meetings focused on account strategy and performance insights. I was also a member of a council that prioritized feature requests for Adlucent's internal account management software.

EDUCATION

Bachelor of Arts in Music;

Minor in Cognitive Studies

Vanderbilt University

Graduation: May 2011

Relevant coursework: Psychology of Thinking, Social and Personality Development, Statistical Analysis, Psychology and Language

Interaction Design Foundation

August 2017 - Present

Relevant coursework: Mobile UX Design, Usability Testing, User Research, Information Visualization

USER-CENTERED METHODS

Contextual inquiry, competitive analysis, heuristic evaluation, card sorting, affinity mapping, personas, customer journey mapping, user stories, user flows, wireframing, prototyping, usability testing, web analytics, A/B testing, Agile/lean development

TOOLS

Sketch, InVision, Keynote, Illustrator, Photoshop, XD, DevTools, Google Analytics, Adwords