

NICK MORROW

USER EXPERIENCE DESIGNER

ABOUT ME

I help companies improve their UX through research, content strategy, UI design and testing. I am passionate about solving problems at the intersection of business, design, and technology.

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WORK EXPERIENCE

USER EXPERIENCE DESIGNER

NXP Semiconductors

August 2017 - March 2018

Worked on multidisciplinary team responsible for UX and content strategy. Helped redesign dozens of sections of NXP.com to improve messaging, navigation and usability.

Lead the UX/UI design efforts for a 2-step verification login system and a parametric search tool for engineers.

FREELANCE UX CONSULTANT

The Helper Bees/ FanPlei/ Starpath Books

May 2016 - Present

Help startups and small businesses improve their end-to-end digital experience through research, ideation, user testing and UI design.

Design and manage production of native apps, responsive websites and interactive prototypes for clients.

DIGITAL MARKETING CONSULTANT

Apiary Digital

February - May 2016

Created and implemented growth strategies across search and social channels for Twitter, Project Management Institute & Databox.

ACCOUNT MANAGER

Adlucent

March 2014 - December 2015

Managed paid search accounts of up to \$300,000 monthly ad spend. Lead weekly client-facing and internal team meetings focused on optimization.

EDUCATION

Vanderbilt University

BA Music, Minor in Cognitive Studies; Class of 2011

Interaction Design Foundation

Ongoing courses in mobile UX, research & usability

skills

USER RESEARCH

USABILITY TESTING

PERSONAS

USER JOURNEY MAPS

COMPETITIVE ANALYSIS

USER FLOWS

INFORMATION ARCHITECTURE

WIREFRAMING

RAPID PROTOTYPING

INTERACTION DESIGN

tools

SKETCH

INVISION

PHOTOSHOP

ILLUSTRATOR

INDESIGN

BALSAMIQ

LOOKBACK.IO

ADOBE XD

DEVTOOLS

GOOGLE ANALYTICS

extras

SAXOPHONE PLAYER

POWERLIFTER

T-SHIRT ENTREPRENEUR