

Nick Morrow

UX Design & Research

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ABOUT

I am skilled at researching and understanding people's core drivers and designing solutions that meet their needs. I bring empathy, creativity, and craftsmanship to my work. I hope to contribute and expand my skill set at a company that prioritizes the user's experience of a product and recognizes the value of user centered design.

WORK EXPERIENCE

Freelance UX Designer

The Helper Bees/ Self

May 2016 - Present

Perform general UX design work for venture backed startups and work with web/mobile developers on my own apps.

Digital Marketing Consultant

Apiary Digital Media Collective

February - May 2016

I created and implemented growth hacking strategies for Databox, PMI & Twitter.

Account Manager

Adlucent

March 2014 - December 2015

I managed SEM accounts of up to \$300k monthly ad spend and lead weekly client meetings focused on account strategy and performance insights.

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

UX PROJECTS

Lead Designer/ Product Manager

Soundswap

December 2016 - Present

I designed a mobile app that allows musicians to rent audio gear from other local musicians. The app will be available in app stores this spring.

Lead Designer/ Product Manager

Traxfeed.com

August 2016 - Present

I designed a customizable music aggregator that pulls Spotify, Soundcloud & YouTube releases into a real-time news feed.

UX Designer

The Helper Bees

August - December 2016

I designed a new website and profile matching tool that matches seniors with helpers based on interests, needs, personality and location data.

USER-CENTERED METHODS

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

TOOLS

Sketch, InVision, Keynote, Illustrator, Photoshop, XD, HTML/CSS, Google Analytics, Adwords