

MORGAN DUTY

Senior Product Designer

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Senior Product Designer with 10+ years of experience in various marketing areas designing visually appealing websites, logos, social media content, and videos. I am adept at building strong client relationships and encouraging team collaboration.

Core Skills

Digital Graphics, Social Media Marketing, Design Research, Web Design, Designs for Advertisements, Sketch, Figma, Adobe Creative Suite, HTML & CSS, Prototyping, Storyboarding, UX Mapping, Team Leader, Project Management, Great Communicator, Organized, Customer First mentality, Plan Strategies, Collaboration Skills, Web Application, Design Process, Interaction Design, User Research, Human-Computer Interaction, Best Practices, Articulative, SaaS, Product Design, UI Patterns, Asking Questions, Focused, Resourceful, Disciplined, Visionary, Presentation Skills, B2B, Product Marketing, Creative Strategies, Creative Direction, Creative Development, Brand Language, Market Research, Roadmap Development, User Interfaces, Content Promotion, Attention To Detail, Ability To See The Big Picture

Work Experience

Director of Creative Services

Sep 2022 - Present

International Health Brands

- Conceptualized and crafted distinctive graphics tailored for websites, social media platforms, and online promotional campaigns.
- Led the design and execution of engaging weekly email campaigns across multiple brands.
- Elevated brand identity through the creation and refinement of product packaging, including meticulous mock-ups for more than six distinct brands.
- Orchestrated a diverse array of design initiatives while overseeing Shopify websites.

Senior Designer

Apr 2020 - Aug 2022

Arise Bioscience

- Utilized the ability to Gather Feedback in improving user experience across multiple digital platforms.
- Collaborated closely with the marketing team to make and implement innovative strategies.
- Revitalized product packaging designs and crafted mock-ups.
- Spearheaded the creation of UI/UX wireframes for flagship websites, optimizing user experience and interface functionality. Engineered responsive websites and dynamic landing pages for multiple brands, utilizing both WordPress and Shopify platforms.
- Thrived in a fast-paced environment, managing multiple projects concurrently while delivering top-tier results within stringent timelines.

UI/UX Designer

Feb 2019 - Jul 2020

Bang Energy

- Developed user-friendly interface with an intuitive layout after identifying the target audience for e-commerce website, resulting in a surge in e-commerce sales conversion rates, from less than 0.08% to an impressive 2%. Innovated user flow and integrated credit card processing functionalities, resulting in a staggering 76.8% surge in e-commerce sales revenue, catapulting from \$68K to \$121K.
- Spearheaded the comprehensive redesign efforts for new website. Built out wireframes using Figma and Adobe XD.
- Engineered interactive prototypes to facilitate internal usability testing, ensuring intuitive and seamless user experiences. Formulated and executed dynamic marketing strategies, culminating in the creation of compelling branding materials for forthcoming product launches, driving brand visibility and market penetration.
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Lead Designer & Marketing Manager

Nov 2017 - Nov 2018

Food Masters

- Conducted in-depth research to inform the design and prototyping of user-centric websites, aimed at enhancing overall user experience and accessibility.
- Engineered responsive designs infused with captivating animations to elevate website interactivity and engagement. Took charge of SEO optimization, orchestrated AdWords campaigns, curated newsletters, banners, and crafted comprehensive marketing and branding materials for various restaurant chains. This concerted effort resulted in a remarkable threefold increase in franchisee acquisitions, propelling Gyroville's expansion and market presence beyond expectations from the preceding year.
- Managed multiple disciplines within the product design department, leading to increased productivity and efficiency.

Director of Animation and Web

Oct 2013 - Oct 2017

Idea Design Studio

- Utilized Motion Graphics to create dynamic and engaging visuals for product demonstrations and presentations.
- Dedicated to elevating user experiences, I designed websites tailored specifically for aspiring inventors.
- Successfully translated complex usability requirements into clear and concise design specifications.
- Demonstrated leadership prowess by overseeing and guiding a team of over 10 designers, while simultaneously managing a robust portfolio of 10-14 client projects per week.
- Provided regular coaching and feedback to junior designers, fostering an environment of continuous learning and improvement.
- Used influence to foster a collaborative environment, driving innovation and improving the overall quality of product designs.

Education

University of Phoenix

Jan 2014 - Jun 2016

Bachelor of Arts Web Design

Keiser University

Mar 2012 - Feb 2013

Associate of Science Graphic Design

Keiser University

Jan 2010 - Jun 2012

Associate of Science Occupational Therapy

Certifications & Achievements

Employee of The Month

Dec 2019

Bang Energy

Military Service

Dec 2003 - Dec 2009

Honorably Discharged, US Air Force Veteran

Non-Commissioned Officer School

Completed in 2008

Attended 6-week leadership course, US Air Force

Airman Leadership School

Completed in 2007

Attended 4-week leadership seminar, US Air Force