

MORGAN DUTY

Royal Palm Beach, FL 33411

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My Portfolio: <https://morganduty.com>

PROFESSIONAL SUMMARY

Creative Director and UI/UX Designer with over a decade of experience in brand building, product design, and digital marketing across wellness, CPG, and tech industries. Proven record of creating high-impact visuals and strategic design systems that elevate brand equity and user engagement. Blends creative leadership with data-driven UX thinking and AI-enhanced design tools. Passionate about designing intuitive, beautiful, and user-first experiences that drive results.

- Branding & Identity System
- UI/UX Strategy
- Wireframing
- Packaging & Printing
- AI-Powered Design Workflows
- Creative Direction
- Team Leadership
- Digital Marketing & Campaigns
- Data-Driven Decision Making
- Cross-Functional Collaboration
- Analytics-Driven UX Optimization

KEY TECH SKILLS

- **Design & UX Tools** | Adobe CC (Photoshop, Illustrator, XD, InDesign), Figma, Sketch, After Effects.
- **AI Tools** | Adobe Firefly, Figma AI, Midjourney, ChatGPT (UX writing).
- **Web** | WordPress, HTML/CSS basics.
- **Operating Systems** | macOS, Windows.

PROFESSIONAL EXPERIENCE

KCM Brands, LLC | Royal Palm Beach, FL

2024 – Present

Director of Creative Services and Branding

- Developed cohesive brand systems including logos, packaging, and DTC websites using Adobe, and Figma to streamline workflows
- Collaborated with CEO on strategic affiliate programs and growth-focused marketing initiatives
- Launched new eCommerce product lines, resulting in a 35% increase in online conversions within 6 months
- Created social and digital assets that increased brand impressions by over 300% YOY

International Health Brands | Boca Raton, FL

2022 – 2024

Director of Creative Services

- Directed integrated marketing campaigns across email, social, and print, leading to a 25% growth in customer retention
- Leveraged Midjourney, Canva, and ChatGPT to rapidly prototype packaging designs, emails, and social posts reducing creative turnaround time by 40%
- Introduced AI-based analytics tools to evaluate campaign performance and iterate in real time

Arise Bioscience | Boca Raton, FL

2020 – 2022

Senior Designer

- Developed and executed innovative design concepts for packaging, branding, and marketing collateral, enhancing brand identity and market presence in the bioscience sector
- Delivered rebranding and packaging overhaul that contributed to 22% revenue growth in key product line
- Collaborated with cross-functional teams, including product development and marketing, to create user-centered designs that improved product usability and consumer engagement
- Created interactive wireframes and prototypes using Figma and Adobe XD to streamline product launches

Bang Energy | Fort Lauderdale, FL
User Interface & User Experience Designer

2019 – 2020

- Redesigned website UI, increasing conversion rate by 2% and average session time by 60%
- Created wireframes and interactive mockups to support executive decisions
- Helped implement design system for faster cross-team collaboration

Food Masters | Sunrise, FL
Lead Designer & Marketing Manager

2017 – 2018

- Created and implemented comprehensive marketing strategies, leveraging digital, print, and social media channels to enhance brand visibility and drive customer acquisition
- Designed visually compelling marketing materials, including packaging, brochures, and online content, ensuring alignment with brand guidelines and client objectives
- Managed multiple projects simultaneously, coordinating timelines and resources to deliver high-quality work on time and within budget

Idea Design Studio Group | Fort Lauderdale, FL
Director of Animation & Web

2013 – 2017

- Oversaw the animation and web design teams, leading the creation of high-quality visual content and user-friendly websites that enhanced client engagement and satisfaction
- Collaborated with clients to understand their vision and objectives, translating ideas into compelling animations and digital experiences that effectively conveyed brand messages
- Established and maintained relationships with key stakeholders, facilitating effective communication and ensuring alignment between creative vision and client expectations
- Implemented best practices in web design and animation, optimizing workflows to improve efficiency and reduce project turnaround times

EDUCATION | CERTIFICATIONS

Bachelor of Arts (B.A.) Web Design | University of Phoenix | 2016
Associate of Science (A.S.) Graphic Design | Keiser University | 2013
Associate of Science (A.S.) Occupational Therapy | Keiser University | 2012
Military Service (USAF) Honorably Discharged | Dec 2003 – Dec 2009

TECHNICAL COMPETENCIES

Software: Microsoft Office Suite 365
Operating Systems: Mac / Microsoft Windows