

# John Morson

Saint Paul, MN

| 612.702.1266

| johnmorson@gmail.com

| [www.johnmorson.com](http://www.johnmorson.com)

## PROFESSIONAL PROFILE

*Creative, versatile User Experience/User Interface (UX/UI) Designer with experience collaborating remotely and in person. Successfully researched and redesigned three websites to provide the user a more pleasing, intuitive experience. Employ patience and curiosity in conducting interviews with clients and end-users; listen intently to understand needs and develop solutions. Effective communicator across languages, cultures, and backgrounds. Offer experience as UX/UI Designer, UX Architect, UX Researcher, and UX Content Strategist.*

## TECHNICAL SKILLS | SOFTWARE

- Photoshop
- Figma
- Marvel
- Miro
- Snagit

- Wix
- InVision
- Teams
- Zoom
- Slack

- Outlook
- Jira
- Confluence
- Excel
- Google Slides

*Conversant in:*

- HTML and CSS
- JQuery
- JavaScript

## PROJECTS

- SCRFA** Created logo for government office, branded materials, and style guide, designed cover of annual publication, improved accessibility, oversaw printing, and gave presentations.
- U.S. Bank** Worked on the Digital Experience & Learning team to build three successful simulations of the bank's website to aid in employee and customer education.
- Center On Halstad** Redesigned website to increase awareness of programs and resources which resulted in an increase of 24% more users easily navigating the site.
- U.S. Department of Education** Improved website to make it more intuitive to users and developed a responsive mobile version. Nearly 100% of users reported accessing information was easier after the redesign.
- Bluebird Boutique** Conducted user interviews and an online survey which revealed issues with user interface and visual impact. Built CMS version for a refined shopping experience.
- Hodge Podge** Developed unique mobile app to find recipes based on ingredients people already have in their kitchen.
- Kyrka** Created brand, designed logo, built website, achieved trademark status, hosted over thirty events, and raised over \$25,000 for independent musicians.

## AREAS OF EXPERTISE

### UX/UI Design

- Built three simulations of a national bank website to aid in employee and customer education.
- Employed design tools to accurately mimic website for business, consumer, and wealth management.
- Collaborated with a cross-functional team in an agile environment across product, business and UX partners to ensure a quality user experience while meeting product launch timelines.
- Used prototyping software to build simulations of over 100 digital features and capabilities.
- Utilized production test environments (UAT) to gather information and design flows to build simulations.
- Participated in product demos, daily stand-ups, sprint/quarterly planning, reviews, and retrospectives.

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## AREAS OF EXPERTISE

### UX/UI Design, continued

- Collaborated remotely with four UX designers, leadership, engineers, and marketing staff to develop a medical records management website for law firms.
- Developed an easy-to-use online file system to record and track research project progress.
- Gave slideshow presentations to leadership team about importance of branding and accessibility.

### Teaching | Instruction

- Taught English classes and American culture to over 1,000 immigrants and refugees at all levels.
- Taught over 700 international students who graduated from a rigorous university language program.
- Led private one-on-one business English classes with executives.
- Worked closely with management to adhere to international education standards.
- Supervised over 50 future teachers in effective teaching methods and classroom management.
- Conducted thousands of in-person interviews to accurately assess learners' education levels.
- Wrote a grant to fund the creation of a successful self-authored education book.

## EMPLOYMENT

<b>Admin   Editorial Assistant</b>	Office of the Legislative Auditor	Saint Paul, MN	2024
<b>Front Desk   Graphic Designer</b>	Senate Counsel, Research and Fiscal Analysis		2023-2024
<b>UX Architect</b>	U.S. Bank	Minneapolis, MN	2022
<b>UX Researcher Intern</b>	Known Point Technologies	Concord, NH	2022
<b>Owner   Marketing Agent</b>	Kyrka - Arts & Entertainment	Minneapolis, MN	2015-Present
<b>Teacher   Design   Outreach</b>	Lyndale Neighborhood Assoc.	Minneapolis, MN	2019-2020
<b>Teacher   Intake Interviewer</b>	English Language Services	Univ. of St. Thomas	2014-2019

## EDUCATION

<b>Certificate</b>	<i>UX/UI Design</i>	University of Minnesota	Minneapolis, MN	2021-2022
<b>B.A. Degree</b>	<i>Art and French</i>	Saint Olaf College	Northfield, MN	
<b>Certificate</b>	<i>TEFL Teaching English as a Foreign Language</i>	Hamline University	Saint Paul, MN	