David J Morris

UX/UI Designer & Developer

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SKILLS

Design

| Research | Design Strategy | User Interface | Web Design | Scenario Design | Wireframing | Interaction Design | Usability Testing | Storyboarding |

Tools

| Adobe Creative Cloud | Photoshop | Illustrator | XD | Dreamweaver | Trello | Draw.io | Sketch | Visual Studio Code |

Development

| HTML5 | CSS3 | JavaScript | Git | Bootstrap | Sass |

Others

| Business Strategy | Competitive Analysis | Product Management | Product Plans | SWOT Analysis |

CERTIFICATIONS

User Experience Design
| Southern Methodist University | Dallas, TX | '18 |

Front End Developer
| Udacity | In Process (April '20) |

Practical Product Management
| Pragmatic Institute | Scottsdale, AZ | '02 |

SUMMARY

UX/UI Design

Executed user research through user site visits, work process observation, focus groups, and online interaction ensuring features aligned with end-user needs, resulting in products praised by thought leaders and users.

Partnered closely with programmers to forge the development of web design features in Fireworks 1.0-3.0. Responsible for feature ideation, specifications, and UI design and mockups, leading to rapid adoption in the web graphics industry.

Development

Designed and developed a secure customer site refresh of a dated frames and ASP-based architecture using only HTML/CSS that required no programming, resulting in an improved end-user experience with $0 development costs.

Created and developed web and online sales sites for multiple technology, gaming, and investment capital start-ups. Designed UI, defined information architecture, created content, and developed code.

Communications

Authored five books, concise guides for beginners, teaching how to use web/print design applications. Introduced users to the applications' features and showed how to use them, resulting in a completed project ready for publication.

Garnered positive mentions and reviews by writing compelling reviewer guides, completing press tours, demonstrating software one-on-one and at trade shows and conferences, and advocating for the products in online forums.

Leadership

Managed three commercial releases of key web and print graphics applications totaling $50 million in annual sales.

Directed an e-learning team that analyzed policy updates and collaborated with cross-departmental stakeholders to create and deliver high-quality content, ensuring comprehension internally and compliance at 1,000+ loan servicers.

Collaboration

Worked in close collaboration with President/Managing Director to ghostwrite internal and external communications and develop monthly all-employ meeting presentations.

Cultivated and maintained strong relationships with industry influencers, authors, publishers, and investment analysts to stay abreast of emerging design trends and to act as a trusted influencer in return, ensuring that releases were on point with the latest needs and considered leading-edge.

PUBLICATIONS & APPEARANCES

Author

Creating a Web Site with Flash CS4 Professional
| 2008 | Peachpit Press |

Creating a Web Site with Flash CS3 Professional
| 2007 | Peachpit Press |

Creating a Web Site with Flash 8
| 2006 | Peachpit Press |

Creating Pages with iWorks
| 2005 | Peachpit Press |

Creating a Web Site with Flash
| 2005 | Peachpit Press |

Keynote Co-Presenter

What the Web Can Be
| *Macworld Expo* | 2001 | San Francisco |

Introducing Dreamweaver/ Fireworks Studio 4.0
| The Dreamweaver Conference | 2000 | Monterey |

EDUCATION

Bachelors in Radio-Television-Film
| The University of Texas at Austin - College of Communications |

EXPERIENCE

A 2018 Voluntary Exit Program has allowed a career re-focus back to my passions of UX/UI design and development. I updated skills to align with the latest trends and technologies through multiple certification and training programs in UX Design, Front-End Development, HTML5, CSS3, and JavaScript. To stay active and engaged, I drove for rideshare platforms Uber and Lyft, maintaining ratings of 4.97 and 5.0.

Fannie Mae | Manager, Team Lead, Customer Education Specialist - Policy Assessment & Training

2009-2018 | Dallas, TX

Designed, developed, and maintained multiple customized SharePoint sites for process automation and the promotion and delivery of learning opportunities.

Analyzed policies, developed presentations, recruited subject matter experts, and set up, promoted, and hosted webinar learning series, keeping loan servicers up to date on policies and requirements in the wake of the 2008 mortgage collapse.

Ally Financial (formerly GMAC RFC/Homecomings Financial, LLC) **| Communications Manager (Internal)**

2005–2007 | Dallas, TX

Guided a team responsible for collaboration with stakeholders to plan strategies, develop content, and execute frequent updates to a 5000+ page intranet site.

Scripted, directed, cast, and produced a video on corporate philosophy for use in a world-wide GMAC corporate meeting.

E4D Technologies (formerly D4D Technologies, L.P.) **| UI Designer, Web Designer/Developer**

2003-2004 | Richardson, TX

Designed an engaging UI that surfaced complex functionality in an easy-to-learn, intuitive environment for the proprietary 3-d digitizing/editing software component of a CAD/CAM dental system that enabled same-day dentistry.

davidjmorris.com | Contract UX Designer, Web Developer, Author

1999-2009 | Dallas, TX

Created self-paced e-learning modules for the nation's 3rd largest school district. Maintained communications with senior school system management through creative briefs, training, and status reports.

Spearheaded the strategy, focus, and execution of a comprehensive redesign of The Virtual Wall (Vietnam Veterans Memorial Fund), resulting in an immersive online experience reflective of the profound experience of visiting The Wall in person.

Adobe (formerly Macromedia, Inc.) **| Product Manager, UI Designer**

1996-2003 | Richardson, TX

Supported corporate marketing, communications, and sales departments in the development of messaging and launch plans by performing extensive competitive market and user research to author comprehensive product plans, marketing requirements and key messaging documents, and reviewer's guides.