MORGAN J CADOW

PRODUCT DESIGNER

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ajarat.io

/in/mcadow

(720) 369-3644

Raleigh, NC

SKILLS

Design
Wireframing
UI Design
Prototyping
Information Architecture
Copywriting
Interaction Design
Branding
Illustration

Research
User Interviews
UX Workshops
Usability Testing
Surveys
Data Synthesis

Technical
HTML
CSS/SCSS

Tools
Figma
Sketch
Photoshop
Illustrator

EDUCATION

Bachelor of Fine Arts
Media Arts & Animation
Illinois Institute of Art
2009

EXPERIENCE

Senior Product Designer // Homebound   2023 - 2024

Designing systems and efficiencies on Homebound's construction platform. Collaborating with users to create apps facilitating the construction of interior design packages and management of our product and home customization option catalogs. This work enables our platform to collect and analyze product, option, and pricing data, improving margins as the company scales from hundreds to thousands of new homes.

Senior Product Designer // Evolve   2019 - 2023

Led the implementation of UX principles organization-wide as the first Product Design hire. Created and implemented an internal Salesforce tool to enhance booking management processes, improving pricing transparency, accuracy, and customer interactions. Established the Evolve Design System, prioritizing accessibility and aligning with company rebranding efforts to drive design and development efficiencies across the entire product organization.

UI/UX Manager // PromonTech   2016 - 2019

Built and led an 8-person team encompassing UX/UI/Research/Content, providing art direction and foundational design for PromonTech's suite of B2C and SaaS products. Conducted regular design workshops and strategy meetings, serving as the UX ambassador for the East coast executive team. Collaborated with clients to develop a mortgage underwriting application that streamlined processes for numerous small lenders, enhancing document management and risk assessment, boosting loan margins. Developed and managed two comprehensive design systems for borrower and lender-facing products. Contributed to the creation of multiple patented UX designs as either the sole creator or collaborator.

Digital Art Director // FSW   2013 - 2016

Primary for UI design, HTML, and CSS on the greenfield and fully-responsive rebuilding of FSW.com, enhancing usability and accessibility, improving load times, and increasing our average conversion rate by up to 10%. Provided art direction and technical leadership for the UI/UX team. Led FSW's rebranding effort, ensuring a cohesive and modern brand identity.

Web Designer // Applus RTD   2012 - 2013

Co-Founder & Art Director // Lavafish Studios   2010 - 2012

Web Editor // Scranton Gillette Communications   2007 - 2010

Web Designer // Rhino Group   2005 - 2007