

## Cameron Morales

UX/UI Designer | Front-End Developer

1931 Colorado Blvd, Denton, TX

Phone: (806) 407-4220

Email: [Diego.morales5048@gmail.com](mailto:Diego.morales5048@gmail.com)

[LinkedIn](#) | [Portfolio](#)

---

## PROFESSIONAL SUMMARY

Creative and results-driven UX/UI Designer and Front-End Developer with a strong foundation in both design and technology. Over the past few years, I've refined my ability to craft user-centered digital experiences through both academic training and hands-on projects. From branding and logo design to full-scale e-commerce and fintech platforms, I've tackled a wide array of design challenges.

After co-founding and leading **Deified Design Agency**, I've made the decision to step back from daily operations to focus entirely on my career in UX/UI design and front-end development. My goal is to bring fresh insights and a passion for creating intuitive, functional, and beautiful interfaces to a team where I can continue to grow and make an impact. With a dedication to both the art and science of design, I'm looking to collaborate with a forward-thinking company that values user-driven innovation.

---

## TECHNICAL SKILLS

- **UX/UI Design:** Wireframing, Prototyping, User Research, Usability Testing, Interaction Design, Visual Design, Design Systems
  - **Front-End Development:** HTML, CSS, JavaScript, React, Bootstrap, jQuery
  - **Design Tools:** Figma, Adobe XD, Sketch, VS Code
  - **Responsive Design:** Mobile-First, Flexbox, Grid Systems
  - **Version Control:** Git, GitHub
  - **Other:** PHP (Basic), Data Visualization, Business Intelligence, Application Development, Database Design
- 

## SOFT SKILLS

- **Creative Problem-Solving:** Ability to think outside the box while ensuring designs are practical and functional

- **Collaboration:** Experienced working cross-functionally with developers, marketing teams, and stakeholders
  - **Leadership:** Directed teams of up to 50 members, managing timelines and ensuring the quality of deliverables
  - **Client/Stakeholder Communication:** Proficient in translating complex design ideas into clear, actionable concepts
  - **Self-Motivated:** Dedicated to continuous learning and growth, driven by a passion for improving the user experience
  - **Presentation Skills:** Adept at pitching ideas and explaining design rationale to both creative and non-creative audiences
- 

## EXPERIENCE

### Deified Design Agency | Co-Founder, UX/UI Designer & Developer

*June 2021 – Present*

- Led the UX/UI design and front-end development for a variety of clients, specializing in e-commerce and fintech platforms.
- Conducted extensive user research and usability testing, resulting in an **estimated 25% increase in user engagement** and **30% increase in conversion rates**.
- Designed and implemented cohesive branding and design systems, which led to an **estimated 15% improvement in client satisfaction**.
- Managed client communications, project timelines, and design quality assurance, ensuring that all deliverables aligned with client goals and user needs.

### Chick-fil-A | Team Leader

*September 2020 – June 2021*

- Led a team of 15 employees, focusing on optimizing operational efficiency, improving customer service, and fostering a positive work environment.
- Implemented process improvements that reduced service times by an **estimated 10%**, contributing to a **20% increase in customer satisfaction**.
- Trained new employees and ensured that all team members adhered to company policies and high standards of customer service.

### Target | Target Lead

*August 2018 – August 2020*

- Managed teams of up to 50 members, ensuring timely completion of tasks and smooth daily operations.
- Worked closely with the store's management team to optimize in-store processes, resulting in an **estimated 15% increase in customer satisfaction** and **10% improvement in team productivity**.

- Collaborated with the asset protection team to enhance store safety and reduce losses, contributing to a **15% reduction in shrinkage**.
- 

## PROJECTS

### Deified Design Agency | UX/UI Designer & Co-Founder

*June 2021 – Present*

- Transitioned from a student project to a fully operational agency that provides high-impact design solutions to clients in e-commerce and fintech industries.
- **Role & Contributions:** Led design and development for multiple digital products, including responsive websites, mobile apps, and comprehensive design systems.
- **Key Achievements:** Increased client engagement by an **estimated 25%** and improved conversion rates by **30%**, based on feedback from usability testing and user metrics.

### Hope 4 Kids Website Redesign | UX/UI Designer

*June 2020 – August 2020*

- Conducted a full redesign of Hope-4-Kids.org, focusing on improving user flow, increasing donations, and enhancing volunteer engagement.
- **Estimated Metrics:** User engagement increased by **20%** and donations improved by **15%** after the redesign, based on user feedback and analytics.

### NSA.gov Website Redesign | Lead UX/UI Designer

*May 2019 – June 2020*

- Directed the redesign of the NSA website, focusing on improved information architecture and visual consistency.
- Conducted A/B testing and user research, leading to a **15% increase in user satisfaction**.

### Fitbud App Design | Lead UX/UI Designer

*April 2019 – June 2019*

- Designed a mobile-first fitness app, focusing on creating a clean, user-friendly interface that adhered to iOS design standards.
  - User engagement increased by an **estimated 18%** after launch, according to post-launch feedback.
- 

## EDUCATION

## **University of Texas at San Antonio (UTSA)**

*Bachelor of Arts in Communication with a concentration in Digital Media*

*August 2018 – May 2024*

- Coursework included digital media production, communication strategies, logo design, branding, typography, and user experience design.
- Developed a comprehensive understanding of branding, user research, and front-end technologies that I continue to apply in my UX/UI work today.

## **UTSA UX/UI/FE Bootcamp Certification**

*March 2024 – August 2024*

- Achieved a **99.27% grade** in the UX/UI and Front-End Development Bootcamp.
- Learned to create user-friendly, visually appealing interfaces while mastering HTML, CSS, JavaScript, and responsive design.
- Balanced this intensive bootcamp with my academic studies, honing my skills in a real-world, fast-paced environment that further solidified my passion for UX/UI design.