

Anas Morsi

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EXPERIENCED UX DESIGNER & ARCHITECT

Experienced UX Designer with over 7 years of expertise in crafting user-centered design solutions and driving innovation in the AI space. Skilled in user research, prototyping, and developing scalable design systems to deliver impactful, data-driven results. Proven leader in aligning cross-functional teams to create intuitive, AI-powered experiences that solve complex challenges. Leveraging AI technologies to design accessible solutions that enhance user satisfaction and business value.

CORE COMPETENCIES

User-Centered Design | UX Research & Testing | Design Strategy & Vision | Cross-Functional Collaboration | Design Systems & Frameworks | Front-End Development | Leadership & Mentorship | Brand Identity Development | Lean UX & Agile Methodologies | Behavioral Analytics | Data-Informed Design | Human-AI Interaction Design

TECHNICAL SKILLS

Design & Tools: Adobe Suite: Ps, Ai, Xd, Sketch, Figma, Invision

HCI Methods: Wireframing, Rapid Prototyping, Persona, User flows, Usability Testing, A/B Testing, Card Sorting

Tech Stack: HTML, CSS, SCSS, JavaScript, PHP, React Web, React Native, Google Flutter, WordPress, React, Python, Django

EXPERIENCE

Senior UX Architect

Bloomberg, Arlington, VA

January 2023 – September 2024

- Led all AI UX work for Bloomberg Law, including the "BLAW Future Vision" initiative. A significant portion of my AI work was also utilized within BTAX and BGOV applications, contributing to a unified experience across Bloomberg platforms.
- Drove the design strategy for Bloomberg Law's Innovation Studio, leading the integration of advanced AI features and aligning the platform's vision with business goals, creating a future-ready product for select law firms.
- Led the design of Bloomberg Law's first AI chat experience, creating new components from scratch and conducting extensive user research (UXR) to optimize interactions.
- Mentored and guided junior and senior designers, fostering a collaborative and innovative team culture while ensuring design excellence and continuous improvement within the team.
- Led the redesign of Bloomberg Law's design system, spearheading a seamless transition to a unified framework that improved cross-platform consistency, design efficiency, and cost-effectiveness.
 - Addressed migration of numerous legacy components and ensured seamless integration without disrupting user experience. Analyzed the outdated design system and aligned legacy components with the new system using a 1:1 visual styling method.
 - Implemented a phased migration plan, allowing simultaneous updates to old pages and the development of new ones. Maintained a consistent look and feel across platforms throughout the transition. Delivered a cohesive design system that streamlined workflows, reduced engineering costs, and ensured a consistent user experience across all platforms.

Consultant – UX Designer | Front-end Developer

Deloitte, Remote

August 2020 – December 2022

Amazon

- Led UX design and research for an AWS team, delivering a solution deployed in over 175 fulfillment centers worldwide.
- Conducted 40+ hours of user research globally to ensure designs were intuitive and aligned with user needs, driving adoption and satisfaction. Created high-fidelity wireframes for React Web and React Native, ensuring responsiveness across all screen sizes and seamless user experiences.
- Collaborated with stakeholders to gather requirements, solve usability issues, and align solutions with business goals.
- Developed mobile UI using the Google Flutter framework, partnering closely with UX teams to enhance the user experience

Department of State

- Spearheaded UX design for a \$35M modernization initiative, crafting user-centered solutions that streamlined workflows and enhanced application usability. Designed and executed a user research plan, conducting interviews, usability tests, and card sorting to gather actionable insights and optimize the user experience.
- Delivered high-fidelity wireframes and prototypes for client presentations and design workshops, aligning solutions with business goals and user needs.
- Led 10 UAT sessions with 60+ testers, resolving key application defects to ensure a smooth Release 1 launch.
- Collaborated with cross-functional teams to bridge technical and user needs, driving efficiency and delivering a seamless user-centered application.

UX Designer – Contractor**Michigan Health Specialists, Flint, MI****June 2019 – March 2020**

- Developed brand identity guidelines using Adobe tools to enhance accessibility and maintain consistency across products. Conducted UX research, including employee interviews, patient surveys, and usability tests, to gather insights that optimized website user experience.
- Redesigned the company website by delivering wireframes and mockups in Adobe XD and developing the WordPress site using HTML, CSS, JavaScript, and PHP, integrating Advanced Custom Fields (ACF) to enable non-developers to efficiently update content.

Front-End & User Experience Developer**GRID – Design & Technology, Troy, MI****July 2016 – August 2018**

- Teamed with project managers to complete design and development for various client projects, contributing to the launch of over four applications, and led the front-end development for an FCA subsidiary web application.

EDUCATION**BS Information, User Experience Design**

University of Michigan, Ann Arbor, MI

BS, Computer Science

Kettering University, Flint, MI