

Anas Morsi

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Education

BS Information, User Experience Design, University of Michigan, Ann Arbor, MI
BS, Computer Science, Kettering University, Flint, MI

Experience

Bloomberg, Arlington, VA

UX Manager, 1/2024 - Present

- Promoted to UX Architect Manager, demonstrating outstanding leadership and expertise in user experience design.
- Serving as the Head of Design for Bloomberg Law
- Managed a dynamic team of three UX designers and one UX researcher, fostering a collaborative and innovative work environment.

Senior UX Architect, 1/2023 - 1/2024

- Played a key role in decision-making processes related to design and user experience, influencing Bloomberg Law's overall vision and direction.
- Led the design process for Bloomberg Law's Innovation Studio, a platform that integrates cutting-edge AI features into Bloomberg Law. This specialized area of Bloomberg Law is accessible only to select law firms, showcasing unique and advanced AI-driven functionalities that will eventually be released to the public.
- Spearheaded the overhaul of Bloomberg Law's design system. The initiative focused on developing an efficient, cost-effective solution to transition smoothly to a fully supported and comprehensive design system. This required careful cleaning and preparing every component before migration, ensuring a seamless transition.
- Collaborated closely with the newly formed design system team, conducting extensive reviews and cleanups of existing design components. This strategic approach allowed for the gradual migration of old pages while simultaneously enabling the creation of new pages using the updated design system, maintaining a consistent visual feel across all platforms.
- Played a pivotal role in mentoring and guiding both junior and senior designers. Provided expert advice and creative solutions for complex design challenges, fostering a collaborative and innovative environment within the design team.

Deloitte, Remote

Consultant – UX Designer | Front-end Developer, 8/2020 - 12/2022

Amazon

Worked with three different teams within Amazon and AWS.

- Worked with an AWS team as the lead UX designer. Led the user experience and user research process from end to end.
- Released to more than 175 fulfillment centers worldwide, associates will access it daily.
- Presented final designs to UX principles and leaders to receive final approval.
- Conducted over 40 hours of user research interviews and other activities with users worldwide to ensure the designs were easy to use.
- Delivered hi-fidelity wireframes for react-web and react-native responsive for all screen sizes.
- Gathered requirements from clients and worked in a team environment to solve usability issues
- Developed mobile UI with Google Flutter framework, working with the UX designer to improve user experience.

Department of State

- Led the UX design for a 5-year, +35-million-dollar modernization project.
- Created test cases and scripts and led 10 UAT meetings with over 60 testers, clarifying defects within the application that were pivotal for a successful go-live for Release 1.
- Worked alongside functional leads to gather information from clients to deliver hi-fidelity wireframes. The wireframes were used for client meetings and joint application design sessions with end-users to collaborate and gather requirements.
- Developed a User Research plan to collect data and feedback to improve the usability of the application
- Bridged the gap between functional, technical, and client needs, improving front-end developmental efficiency.
- UX Research: Interviewed employees and conducted usability tests and card sorting to receive data to make the application more user-friendly.

- Recommended the creation of brand identity guidelines using Adobe Pi & Ai to establish a strong brand for MHS and made reusable components to improve user experience accessibility and consistency across products
- UX Research: Interviewed employees in office and patients who were familiar with the website, and patients who never visited the site and conducted usability tests to help make the website more user-friendly
- Redesigned website presented wireframes and mockup designs on Adobe Xd
- Update and modify the websites with HTML, CSS, and JavaScript and added ACF to allow others to be able to update content without going through code

GRID – Design & Technology, Troy, MI

Front-end & User Experience Developer, 7/2016 - 8/2018

- Teamed with project managers to complete development and design on various projects for clients
- Contributed to the launch of over four applications
- Lead the front-end development for an FCA subsidiary website using HTML, SCSS, JavaScript, and PHP

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, JavaScript, WordPress, React, Flutter, Python, Django