

# Geoff Morris

UX, Product Design, Front End Developer

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## Experience

### Cycling '74 (2010-2014)

*Usability Engineer*

- Designed and implemented a welcome screen, reference system, and authorization panel in **HTML/JS/CSS** integrating online content and live data with our standalone desktop application.
- Guided new features and products (autosave/playback, tutorial system, revised interface mechanics, iOS integration, and many more) from concept to release through an iterative design process of **user research**, **sketching**, **wireframing**, **prototyping**, and **user testing**.
- Conducted **user testing**, **interviews**, and **analytics** to increase understanding and guide development. Evangelized UX throughout the organization through **video digests**, **blogging**, **workshops**, and the formation of a Product Design Team.

### Consulting, Freelance, Teaching (2006-present)

*UX, Product Design, Full Stack Development, Project Management, Education*

- **Afield** - developing an Android audio app for creating spatialized field recordings, using both java and NDK based embedded C for audio processing.
- **Powerhang** - a messaging app for Android featuring Push notifications, a Firebase back end, and an Angular.js web interface.
- **WJPerry Project** - consultant to former Secretary of Defence William J. Perry. Designed web site and educational materials for this nuclear non-proliferation education non-profit.
- **Envelop** - open source project to develop an Ableton Live plugin for authoring 3D spatialized audio compositions.
- **Futurefarmers** - project manager and front end developer for this Tech/Arts collective. Flash, PHP, javascript, MYSQL, Illustrator, Photoshop.
- **University of San Francisco** - adjunct faculty in the Art and Architecture dep't. Taught classes on interactive technology and design.

## Awards/Distinctions

- Featured in **MOMA's** "Talk to me" interactive technology exhibit.
- Recipient of the **Artup** grant for projects at the intersection of Art and Technology.

## Skills

- **Web/Mobile/Desktop Development:** HTML5, JS (jQuery, Angular.js), CSS/SASS, Yeoman/Grunt scaffolding tools, SQL, Firebase, Push, Android, Processing, MAX/MSP.
- **UX/Prototyping:** Needfinding/Storyboarding/Personae development, wireframing, interactive mockups, user testing (in-house and remote), A/B testing, analytics.
- **Design:** Graphic Design (Photoshop, Illustrator), Sound Design (Protools, Ableton).

## Education

**Stanford University**, BS, MS, Symbolic Systems, '06