HEY, I'M
MIKE MORALES

About

I am a design leader and a veteran of the NYC startup community with a passion for solving complex problems, building intelligent products, and assembling killer design teams.

Currently, I am implementing user-centered design solutions at TodayTix and shaping the next generation of young minds as a lecturer at Pratt Institute.

Talks & Lectures

PRATT INSTITUTE	Ignition Labs	2017, 2018
GENERAL ASSEMBLY	Guest Lecturer	2017

Education

PRATT INSTITUTE	2005	BFA, Communication Design
NN/G CONFERENCE	2016	The UX VP/Director
GENERAL ASSEMBLY	2017	Front End Web Development
GENERAL ASSEMBLY	2017	Java Script Devlopment IN-PROGRESS

Tools

Sketch
Zeplin
Invision
Adobe CC
Keynote
Slack
Jira

Code

HTML
CSS
SASS
JS*
JQUERY*
* working knowledge

Skills

Generative Research
Evaluative Research
Behavioral Research
Research Synthesize
Participatory Design
Interaction Design
Prototyping
Usability Testing
Visual Design

Contact

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Work

PRODUCT CONSULTANT AT TODAYTIX
11.17 – Present
- Defining a product strategy and vision for an inventory and payments system.
- Launched a research project to uncover insights and opportunities.
- Consulting on team organizational design and hiring strategy.
- Mentor and guide existing team.

LEAD USER EXPERIENCE INSTRUCTOR AT GENERAL ASSEMBLY
01.17 – 11.17
- Designed and launched a workshop focused on building great designer developer relationships while learning agile software development principles.
- Implemented a data driven assessment system that was by multiple markets.
- Revamped NYC UX curriculum, formative and summative assessments.
- Redefined UX instructor hiring process, onboarding process & instructional team culture.
- Established and promoted an iterative systems for lesson updates.
- Instructed, mentored and facilitated career transformations for 58 students.

VP OF UX & DESIGN AT RESERVE
11.14 – 04.17
- Founding Executive team member for a high-profile, rapid-growth hospitality technology and payments platform. Diners served grew to 7 million during this time. Over 700 restaurants onboarded on Reserve's restaurant platform in 7 major US cities.
- Introduced a customer-centric design culture that was adopted company-wide resulting in the ability to rapidly iterate on customer requests and unify the product vision.
- Contributed to business strategy and drove product strategy & roadmaps for an ecosystem of mobile and web products including: Consumer iOS, Android, and responsive web; native mobile and responsive web reservation, table and customer management.
- Established quantitative product metrics and qualitative customer feedback programs for continuous product iteration and improvement.

FOUNDING PARTNER AT LAUNCHPACK
08.14 – 02.16
- Drove LaunchPack's business strategy, company vision and roadmap.
- Successfully raised over $2.2 million in crowdfunding.
- Advised on fundraising strategy, product development and go-to-market plans.
- Launched 21 products in 3 countries.

CREATIVE DIRECTOR AT MAKERBOT
07.12 – 07.14
- As a pre-acquisition team member, my team's work resulted in a $403 million exit.
- Launched 6 major hardware products and 6 digital products.
- Lead the development of all product marketing campaigns.
- Defined brand guidelines, design principles and design standards.
- Launch of 3 retail locations and award winning live experiences at CES.
- Drove development of editorial case study videos and product launch videos.
- Recruited, mentored and managed a team of 20 multi-disciplinary designers, photographers, videographers and writers.

ASSOCIATE ART DIRECTOR AT WIRED
02.10 – 07.12
- Was part of the team that launched Wired's first digital publication.
- Honed UI/UX, data visualization, storytelling and design thinking skills.