Morgan Carter

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Lead Product Designer
Full-stack Developer
Founder

Bolstr
Founder, Designer and Full-stack Developer

As solo founder of Bolstr, was responsible for end-to-end pipeline of work: ideation, customer interviews, UI/UX design, design system creation, marketing, videography, and full-stack development in React, Next.js, Firebase and Vercel.

→ Took Bolstr from ideation to launch in 3 months, solo

→ Userbase growing **25% month-on-month**, despite heavy impact by COVID-19

Reaction Commerce · Frasers Labs
Lead Product Designer and Front-end Developer

Responsible for uniting stakeholders across three globally distributed remote companies, developing an "open-source" design culture allowing for autonomous contributions to be made asynchronously by all departments. Delivered designs in Sketch and Marvel, and created a design system mirrored in Sketch and React.

→ Led the design of bespoke enterprise eCommerce solution saving upwards of **US$1.5million/year** in licensing fees

→ New solution **outperforming YoY figures by 31%**, despite being on a young platform lacking major features

→ Led design of new open source Operator Tools for Reaction Commerce, in tandem with ex-Netflix PM

Propflow · Frasers Labs
Lead Product Designer and Front-end Developer

Flew to London for a design sprint to kick off the project by interviewing key customers across Frasers Group property development. Sprint included research, wireframing, prototype development, and customer validation. Back in Australia, built out front-end of validated designs in React for handover to back-end devs.

→ Designed MVP in 9wks, resulting in **US$1.5million** in committed funding

Aeroster · Freelance
Freelance Product Designer and Front-end Developer

Led a 3-month design sprint for Aeroster during their participation of the Qantas AVRO program accelerated by Slingshot. The sprint took Aeroster from idea through wireframing, branding, prototype development, and development in Vue.js

→ Led the design of MVP, and **launched in 10 weeks**

Medify · Freelance
Freelance Product Designer and Front-end Developer

First design hire, led overhaul of design of entire product suite as freelancer over 2 years, including a rebrand, creation of design system, and development in Rails and Ember. Took the medical school entrance exam as part of research.

→ **Doubled sales** in the year following redesign of entire product suite

→ Created design system, used by devs to add features without design oversight

GearStream · Freelance
Freelance Product Designer and Front-end Developer

Hired to improve UX of SAAS web app: began with expert review, user interviews and heuristic evaluation, ended 2 years later with overhaul of information architecture, rebrand, and implementation of design system in Backbone.

→ Launched into beta with enterprise clients such as Comcast and JP Morgan.

Deputy
Product Designer and Front-end Developer

Worked with lead designer on overhauling entire product suite. Responsible for the redesign of the desktop web app. Performed user research, iterative prototype development, and developed the design system still used on their web app today.

→ Led overhaul of desktop app design, resulting in jump from **40k to 270k users** the following year.

→ Deputy is now worth **US$423million**