

# Alex Morgan

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## EDUCATION

### University of California, Berkeley

*Bachelor of Arts in Cognitive Science, Certificate in Design Innovation*

Berkeley, CA

*Aug. 2018 – May 2022*

## EXPERIENCE

### Senior Product Designer

*TechStream Solutions*

June 2022 – Present

*San Francisco, CA*

- Led the end-to-end redesign of the core enterprise dashboard, resulting in a 25% increase in user engagement and 15% reduction in support tickets.
- Collaborated closely with Product Managers and Engineering to define product strategy and roadmap, ensuring design feasibility and business alignment.
- Established and maintained the robust "StreamLine" design system in Figma, improving design-to-dev handoff efficiency by 40%.
- Conducted user research studies including 20+ user interviews and usability tests to validate new feature concepts.

### Product Design Intern

*Creative Cloud Inc.*

May 2021 – Aug 2021

*San Jose, CA*

- Designed and prototyped a new mobile onboarding flow for 500k+ new monthly users, reducing drop-off rates by 12%.
- Created high-fidelity mockups and interactive prototypes using Figma and Principle for weekly stakeholder reviews.
- Partnered with the accessibility team to audit and improve contrast ratios across the mobile application.

## PROJECTS

### EcoTrack App | *Figma, iOS, User Research*

Jan 2022 – May 2022

- Designed a mobile application to help users track their carbon footprint, winning "Best Design" at UC Berkeley Hackathon.
- Conducted competitive analysis and user journey mapping to identify key pain points in existing sustainability apps.
- Developed a clickable prototype used to pitch to local environmental non-profits.

## TECHNICAL SKILLS

**Design:** Figma, Adobe Creative Suite (XD, Illustrator, Photoshop), Sketch, Principle, Prototyping, Wireframing

**Research:** Usability Testing, User Interviews, A/B Testing, Heuristic Evaluation, User Personas, Journey Maps

**Development:** HTML, CSS, Basic JavaScript, Webflow

**Collaboration:** Jira, Notion, Slack, Miro, Agile/Scrum