Zoë Morken
User Experience Designer

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EXPERIENCE

LeadSigma, Lead UI / UX Designer
Remote │ November 2020 – Present
- Lead the vision for LeadSigma's product by creating high-fidelity, interactive prototypes showcased for customer demonstrations
- Coordinate with developers, business analysts, and project managers to assess the viability of LeadSigma's web application

HiDelta LLC, Lead UI / UX Designer
Remote, NDA │ Summer 2020
- Corresponded with various entrepreneurial clients to build high-fidelity, interactive prototypes prepared for handoff to developers
- Led a cross-functional team and inspired them to get projects completed on schedule

PROJECTS

Avanade and HiDelta LLC, Project Owner
Experience Studio Project │ Fall 2020
- Provided clear and actionable feedback on deliverables (research findings, presentations, documentation) to ensure project sucess
- Fostered individual relationships with team members to support them in their professional growth as designers

Giving Leads, UX Team Lead
Experience Studio Project │ Spring 2020
- Designed a cloud-based mobile application integrated with a university's CRM for fundraising officers to efficiently manage contact reports and meeting scheduling with donors during business trips
- Conducted in-depth research through stakeholder interviews and contextual inquiries

Purdue University, UX Designer
Learning Studio Project │ October – December 2019
- Constructed an engaging web experience using Spotify's Web API that generates playlists based on users' current mood
- Researched and successfully implemented a web application that makes backend API calls to Spotify's service and authentication endpoints; deployed the solution to AWS

ACTIVITIES

Purdue Polytechnic Ambassadors Program, Student Ambassador
Purdue University │ January 2019 – May 2020
- Represented the Polytechnic Institute by communicating with prospective students during various recruitment events (face-to-face, telephone, email)

EDUCATION

Purdue University
West Lafayette, IN │ GPA: 4.0
B.S. User Experience Design
Minors in Communication and Psychology
Expected December 2021
Dean's List & Semester Honors (all semesters)

SKILLS

Design

Interaction Design, Prototyping, Wireframing, Sketching, Low to High Fidelity Mockups, Ideation

Research

Affinity Diagramming, Competitive Analysis, Journey Mapping, Storyboards, Co-Design Workshops, Cultural Probes, Surveys, Interviews, Contextual Inquiries, Bodystorming, Heuristic Evaluations, Usability Testing

Communication

Critical Writing, Stakeholder Presentations, Sponsor Meetings, Personas

TOOLS

Prototyping	Development
Figma	HTML
Adobe XD	CSS
Sketch	Javascript
InVision Studio	jQuery
Photoshop	Bootstrap
Illustrator	git / GitHub
Whimsical	Arduino programming
Balsamiq	