

Zoë Morken

User Experience Designer

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zoemorken.github.io

EXPERIENCE

HiDelta, 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

Little Peeps Photography, Freelance Web Designer

Remote | June 2019 – January 2020

- Developed an attractive storefront website to showcase client's work, streamline the booking process, and sell photography services

PROJECTS

Donate Equity, 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

Cerner, UX Designer

Experience Studio Project | Fall 2019

- Created a healthcare communication channel to improve the timeliness and efficacy of student doctor appointments by optimizing scheduling based on individual needs

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)

The Exponent, Graphic Artist

Purdue University | August 2018 – March 2019

- Produced bold and fun graphics for both media and print with the use of Adobe Creative Cloud apps

EDUCATION

Purdue University

West Lafayette, IN | GPA: 3.94

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

Figma
Adobe XD
Sketch
InVision Studio
Photoshop
Illustrator
Whimsical
Balsamiq

Development

HTML
CSS
Javascript
jQuery
Bootstrap
git / GitHub
Arduino programming