

Zoë Morken

User Experience Designer

(720) 320-0337
zmorken@purdue.edu
zoemorken.github.io
in/zoe-morken

Work Experience

Walmart Product Design Intern

Constructed a comprehensive journey map detailing the Walmart Product Owner engagement experience with the Associate Experience, Innovation, and Design teams. Drafted actionable recommendations organized by complexity of implementation to streamline work processes.

REMOTE MAY 2020 - AUG 2021

LeadSigma Lead UI / UX Designer

Led the vision for LeadSigma's product by creating high-fidelity, interactive prototypes showcased for customer demonstrations. Coordinated with developers, business analysts, and project managers to assess viability of web application.

REMOTE NOV 2020 - JAN 2021

Selected Projects

Meal Train Redesign UX Designer

Reimagined the Meal Train platform to specifically support cancer patients and caregivers through treatment. Discovered underlying stakeholder needs by conducting interviews tailored toward learning about their experience with cancer. Created a robust mobile prototype prioritizing flexible and simple communication.

CAPSTONE PROJECT JAN - MAY 2021

Avanade UX Team Lead

Designed a COVID-19 quarantine tool for students to easily communicate with nurse case managers and access resources. Interviewed and stayed in close contact with members of the Protect Purdue Implementation Team and key decision-makers of the overall initiative. Managed sprint schedule to meet milestones.

EXP STUDIO PROJECT JAN - MAY 2021

Education

Purdue University

B.S. User Experience Design
Minors in Communication
and Psychology
GPA: 4.0 / 4.0, Dean's List
and Semester Honors

EXPECTED DEC 2021

Skills

Design

Interaction Design, Design
Systems, Prototyping,
Wireframing, Storyboarding,
User Flows

Research

Competitive Analysis,
Heuristic Evaluations,
Surveys, Interviews,
Contextual Inquiries,
Journey Mapping, Usability
Testing

Communication

Product Thinking, Technical
Writing, Stakeholder
Presentations, Personas

Tools and Languages

Figma, Adobe CC, Sketch,
InVision, HTML / CSS,
Javascript, Bootstrap, git /
GitHub