

Zoë Morken

User Experience Designer

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zoemorken.github.io

EXPERIENCE

LeadSigma, Lead UI / UX Designer

Remote | November 2020 – January 2021

- 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 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 success
- 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

Figma
Adobe XD
Sketch
InVision Studio
Photoshop
Illustrator
Whimsical
Balsamiq

Development

HTML
CSS
Javascript
jQuery
Bootstrap
git / GitHub
Arduino programming