Morgan I. Davis

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**Technical Experience**

**Adobe applications:** InDesign: (6 years),Photoshop (6 years), Illustrator: (6 years), Bridge (1 year)

**Wireframes and Prototyping:** Axure, InVision, Abobe XD, Keynote

**Web Design:** HTML (2 years), CSS (2 years), JavaScript, jQuery (2 years), and Information architecture

**Web Development** PHP (1 year), MySQL (1 year), and SH Secure File Transfer Client (2 years)

**Microsoft Applications:** Word (10 Years), PowerPoint (10 Years), and Excel (4 Years)

**Video Editing:** iMovie and Windows Movie Maker, 3D Modeling: Blender, SketchUp, and 123D Catch

**Other:** WebEx: Online Meeting Program, Survey Monkey, Microcontrollers and sensors: Arduino

**Professional Experience**

**AT&T – Dallas, TX |** UX Designer March 2016 – Present

* Work alongside product owners and development partners to create user friendly business requirements and user stories using UX research and customer feedback that translate into streamlined experiences for B2B enterprise applications, and federal contracted web portals.
* Used the newest design and brand standards to align all products to follow the same look and patterns to increase consistency
* Work with team members and third party certifiers to adjust designs in order to meet federal and corporate accessibility standards

**Romacorp, Inc - Orlando, FL |** Graphic Designer Oct 2015 – Jan 2016

* Created a variety of menu vehicles and marketing support materials for corporate and franchisees domestically
and internationally
* Developed brand standards and guidelines for new restaurant concept call TR Fire Grill
* Helped on video and photo shoots for atmosphere and food photography
* Created digital ads and landing page mock-ups for quarterly campaigns and day-of events

**Terry | Kane Orlando - Orlando, FL |** Graphic Designer Nov 2014 – Sept 2015

* Worked with creative director, art director and fellow designers to strategically plan and implement design concepts
* Received edits from clients to continuously improve deliverable quality
* Innovated marketing strategies for through collaborative creative concepting for advertising and branding campaigns
* Worked with an array of clients ranging from corporate property management to non-profit organizations
* Produced in a variety of mediums such as small and large scale print, and digital marketing tools

**Slalom, LLC – New York City, NY** | UX and Strategic Design Internship Jun 2014 - Aug 2014

* *Weight Watcher Incorporated*: formed an internal control group, created and distributed weekly surveys, data analysis user experience test results, attended proto-persona workshops, and worked towards creating a journey map.
* *Stuart Weitzman*: Designed concepts and implemented them in Axure prototyping software, participated in usability tests
* *Vince*: independently designed and prototyped a new clientelling app
* *Eastbay*: CRM concept designs
* Internal Projects: designed and prototyped a free app that is used to capture new clients based on their CRM needs.

**Florida State University Office of Communications - Tallahassee, FL** | Re-branding Internship

Feb 2014 - Jun 2014

* Produced designs for university receivables
* Worked with Alumni Association to develop a web expansion for student success.
* Helped implement various marketing strategies

**Education**

**Florida State University** Tallahassee, FL 2010-2014

Major: Studio Art with focus on Interactive Media, Minor: Business

GPA: 3.5

Scholarship: Bright Futures

Graduated Cum Laude

**Professional References**

Jim Rogers – Romacorp, Inc ­

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Michele Lancaster – Romacorp, Inc

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