mitch moran

Product Designer | UX Professional

A California-based product designer and UX professional who cares about balancing technology driven design with human driven needs.

work experience

User Experience Design Lead

Seamgen, San Diego, CA | February 2021 - Present
- Ideated design solutions for features on a multiplatform enterprise products
- Worked with clients defining requirements/challenges within scope of projects
- Communicated with engineering teams designs and acceptance criteria
- Supported UX team by providing oversight, on design, process and workflows
- Incorporated design thinking and research methodologies in discovery phases
- Led initiatives on usability testing and prototyping
- Developed test scripts for qualitative and quantitative research
- Notable Clients: CVS, Aetna, Viasat

UX Visual Designer III

Mitchell International, Inc., San Diego, CA | June 2020 - February 2021
- Design lead spearheading digital projects within marketing's creative team
- Advised junior designers and reviewed projects with lens focused on design thematics and UX heuristics
- Led and contributed to digital initiatives on design process, technology, and future state of creative team
- Collaborated with multiple business units and departments on multi level digital campaigns and projects
- Designed and developed creative digital marketing campaigns and assets
- Served B2B/B2C clients, providing strategic design iteration and UX solutions
- Provided heuristic UX design evaluations for existing front end products

UX Visual Designer II

Mitchell International, Inc., San Diego, CA | Feb 2019 - Aug 2019
- Creatively develop email and landing pages for health/auto insurance industries
- Iterated original, innovative, strategically sound web based solutions.
- Designed and developed of all front end web projects
- Conducted meetings with stakeholders to identify requirements and interest

Freelance UX/UI Designer

Self Employed, United States & United Kingdom | 2017 - 2020
- Helped clients identify requirements and inefficiencies in discovery phase
- Ideated solution that helped enhance user experience and efficiency
- Delivered on brand compelling visual designs
- Complete redesign/UI modernization of websites and landing pages

contact

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links

Portfolio

mitchmoran.com

Linkedin

in/mitchmoran

education

MSc with Distinction in User Experience Engineering

Goldsmiths, University London | London, UK

BSc in Web Design

The Art Institute of California San Diego | San Diego, CA

skills & tools

Design

Design Thinking, UI/Interaction Design, Prototyping, Wireframing, Mobile Design, Design Systems, Information Architecture, Motion Graphics, Personas, Surveying, Usability Testing

Software

Figma, Sketch, Invision, Adobe XD, Axure RP, Origami, Photoshop, Illustrator, HTML5, CSS, Javascript, JSON