Andrea Morin

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Kiara Health, Design Lead & Advisor (Fractional, Founding Designer)
2025–Present / Remote

At Kiara Health, I serve as a fractional design leader partnering with senior leadership to launch an updated brand, website, and MVP.

- Collaborate with leadership to define product-market fit and develop a strong brand identity and effective website.
- Lead product design and research for Kiara's MVP, collaborating with cross-functional teams to deliver a functional health tech solution.

Responsibilities: Design Leadership, 0-1 Product Strategy & Research, Product Design, Design Systems, Branding & Identity

Delfina, Head of Design (Founding Designer)
2023–2025 / Remote

After consulting on product design for web and mobile applications, I joined Delfina as the founding designer. I integrated product design into the roadmap and feature release process, preparing the organization for scale.

- Led product design improvements for the patient application, contributing to an 18x increase in user growth and doubling monthly member engagement from 40% to 82%.
- Directed UX/UI enhancements across clinician and patient products, driving 4x revenue growth and supporting the successful raise of $17M in Series A funding.
- Unified disparate brand and product artifacts into a cohesive, scalable design system and brand guide, implemented across all digital platforms, marketing materials, and physical patient touchpoints.
- Integrated design within a cross-functional team of data scientists, medical experts, and engineers, transforming three MVP applications into high-performance clinical tools with measurable outcomes.

Responsibilities: Design Leadership, Product Strategy, User Research, Product Design, Design Systems, Prototyping, Branding & Identity

Lightmatter, Head of Design (Founding Designer)
2018–2023 / NYC, Remote

As the founding designer and Head of Design at Lightmatter, I established the company's reputation in UX and product design, building and leading the design team through all stages of product development.

- Recruited, hired, and mentored a team of six highly skilled designers, overseeing user research, product strategy, design handoff to engineering, QA, and launch.
- Led design execution for 30+ businesses, delivering 100% of product discovery and design projects on schedule and securing a consistent pipeline of repeat business and high-value referrals.
- Developed a 'Design Playbook' and unified toolkit—including workshop templates, documentation kits, and user testing plans—enabling the team to move from discovery to high-fidelity prototypes in 8–10 weeks and increasing agency capacity by 25%.
- Navigated complex HIPAA and regulatory requirements for multiple health tech clients, ensuring products complied with strict standards while maintaining a high-quality user experience.

Responsibilities: Design Team Leadership, Design Ops, Product Strategy, Product Design, Branding & Identity, User Research & Testing, User Experience Design, Design Systems, Prototyping

Possible, Creative Director
2014–2017 / NYC

Executed a 360-degree marketing strategy in partnership with the marketing director. I utilized my expertise in print and digital design including graphic design, wireframing, prototyping, and final design implementation. I collaborated with external agencies and actively engaged in the creation of all design deliverables.

Responsibilities: UX/UI, Content Strategy, Brand & Digital Strategy, 360° Campaigns, Creative Partnerships, Production Management

Foot Locker, Inc. (CCS), Senior Web Designer & Art Director
2011–2014 / NYC

Partnered with the UX research team to optimize the online shopping experience. Led wireframe and visual design creation in collaboration with the development team. Managed the creative team and production processes for digital and print, including weekly promotional graphics, emails, banner ads, and monthly catalogs.

Responsibilities: Digital Strategy, UX/UI, Competitor Research, Creative Team Management, Art Direction, Print Design, Production Management

The Sharper Image, Art Director
2010–2011 / NYC

Responsibilities: Packaging & Print Design, Branding, Art Direction, Industrial Design, Production & Quality Control

Houghton Mifflin Harcourt, Graphic Designer
2007–2010 / Boston, MA

Responsibilities: Branding, Print Design, Packaging Design

Education

General Assembly
2016 User Experience Design

New School
2012 The Big Idea: Contemporary Ad Campaigns

School of Visual Arts
2011 Information Architecture & Design

Suffolk University
2007 BFA Graphic Design

Skills

Leadership & Strategy: Design Team Leadership (6+ designers), Design Ops, 0-1 Product Strategy, Fractional Advising, Cross-functional Stakeholder Management (C-suite, Medical, Data Science, Engineering)

Design & Research: User Research & Testing, UX Strategy, Product UX/UI Design, Design Systems, Prototyping, Micro-animations, Branding & Identity, Graphic Design

Domain Expertise: Health Tech UX (HIPAA Compliance), Patient & Clinician Experience, SaaS, Series A Growth

Software

Figma, Sketch, Webflow, Adobe Creative Suite, Slack, Asana, Trello, Basecamp, Linear, Jira, Google Suite, Microsoft Office

Clients

Kiara Health, Delfina, World Education Services, Ayble, Cofertility, Upliv, Resolve, Pearl, Prelude, NYU Langone Fertility Center, Lokavant, Meetup, Chronius, iCIMS, Chek Financial, Codecademy, RedRover, The Writing Revolution, Acumen, LACMA, McCann Health, Possible Health