

# MORGAN DEVISH

WORCESTER, MA | [774-280-6117](tel:774-280-6117) | [MORGANDEVISHUX@GMAIL.COM](mailto:MORGANDEVISHUX@GMAIL.COM) | [LINKEDIN](#) | [PORTFOLIO](#)

## PROFESSIONAL SUMMARY

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Dynamic and results-oriented Senior UX/UI Designer and Project Manager with 6+ years of experience spearheading user-centered digital design solutions that drive business growth, conversion rate optimization, and user satisfaction metrics by up to 25%. Expert in orchestrating cross-functional teams through the full product lifecycle, including user research, user journey mapping, high-fidelity prototyping, Agile implementation, and iterative optimization. Proven track record delivering complex web, mobile, product, and web app projects on time and under budget, while establishing scalable design systems, mentoring junior designers, and boosting user retention through data-driven insights like A/B testing and heuristic evaluations. Excel at translating stakeholder requirements into innovative, WCAG 2.2 compliant, inclusive designs that align with brand guidelines and foster long-term client partnerships.

## CORE COMPETENCIES

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| • UX/UI Strategy & Design Leadership                                 | • Visual Design & Scalable Design Systems Development | • Agile/Scrum Project Management               |
| • Information Architecture & User Journey Mapping                    | • Accessibility (WCAG 2.2 Compliance)                 | • Figma, Sketch, AdobeXD                       |
| • User Research, Personas, Heuristic Evaluation, & Usability Testing | • Data-Driven A/B Testing                             | • Stakeholder Alignment & Client Communication |
| • Wireframing, Prototyping, & Interaction Design                     | • Responsive Design for Desktop, Mobile, & Web Apps   | • Cross-Functional Team Collaboration          |

## EXPERIENCE

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GRAFTON STUDIO, REMOTE, OCTOBER 2019 - DECEMBER 2025

### UX/UI DESIGNER & PROJECT MANAGER

- Spearheaded UX/UI strategies for high-profile clients like Neutrogena® Skin360™ and Tamr Cloud, driving 20% user engagement growth, 15% faster time-to-market, and 18% conversion rate uplift through iterative feedback loops, A/B testing, and design thinking methodologies in SaaS and consumer-facing products.
- Orchestrated cross-functional teams of 10+ engineers and designers in full product lifecycle management, delivering strategic guidance on user journey mapping and seamless handoffs that reduced development rework by 25% and accelerated project delivery by 20%.
- Directed the documentation of visual and textual branding standards, creating custom design guidelines that maintained consistency across 15+ client projects, elevated project quality, and decreased branding revisions by 40%.
- Formulated enterprise-level design systems with pattern libraries and branding standards, ensuring consistency for 20+ product portfolios, slashing design interaction time by over 15% and reducing cross-team alignments by 30%.
- Led end-to-end management of 15+ projects from UX wireframing and site mapping to visual design, CMS integration, QA, and post-launch maintenance, completing all under budget while cultivating repeat client relationships that boosted revenue up to 30%.
- Presented data-backed design concepts to executive stakeholders, securing alignment on KPIs such as user retention and conversion rates, resulting in 95% approval rates and 20% average improvement in targeted metrics through inclusive design for global audiences.
- Guided Agile collaborations to prototype and design high-impact solutions using Figma and Webflow, mentoring junior team members and enhancing accessibility and cross-device performance for web and mobile apps, achieving 30% higher compliance scores and 25% faster prototype cycles.

GRAFTON STUDIO, REMOTE, JULY 2019 - OCTOBER 2019

#### **FREELANCE UX/UI DESIGNER**

- Overhauled user interfaces for key clients, resulting in a 25% increase in usability scores through targeted redesigns and user-centered improvements.
- Delivered responsive, WCAG-compliant designs under aggressive deadlines using Sketch and InVision, ensuring accessibility and cross-device performance.

UMASS CHAN MEDICAL SCHOOL, WORCESTER, MA, MAY 2018 - OCTOBER 2019

#### **DATA OPERATOR**

- Maintained 95% data accuracy in high-volume processing for 500+ daily records, developing attention to detail and problem solving skills essential for pixel-perfect UI design and error-free user experiences.
- Conducted data audits and resolves issues collaboratively, honing analytical abilities applied to user behavior analysis and A/B testing in UX projects.

BETTER BUSINESS BUREAU, WORCESTER, MA JULY 2016 - MAY 2018

#### **TRADE PRACTICES CONSULTANT**

- Analyzed user behavior and market trends to inform business strategies, driving website enhancements that improved customer satisfaction by 20%, skills directly transferable to data-driven UX research and conversion optimization.

### **EDUCATION**

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BACHELOR OF SCIENCE (B.Sc.) IN SOCIOLOGY AND BACHELOR OF ARTS (B.A.) IN SPANISH

**WORCESTER STATE UNIVERSITY, WORCESTER, MA**

*Concentration in Global Studies*

CERTIFIED UX DESIGN PROGRAM, APRIL 2018 - SEPTEMBER 2019

#### **CAREERFOUNDRY, ONLINE CERTIFICATION**

- Intensive training program mastering UX and UI processes and methodologies, including user research, personas, usability testing, design thinking, information architecture, and visual design.
- Executed real-world projects using InVision, UXPin, and Sketch to deliver wireframes, interactive prototypes, and polished visual designs.

UI INTERFACES CERTIFICATION, MARCH 2018 - APRIL 2018

#### **CODEACADEMY, ONLINE CERTIFICATION**

### **TECHNICAL PROFICIENCIES**

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Sketch, Figma, FigJam, Miro, Photoshop, Illustrator, Webflow, Adobe XD, Jira, GitHub, AxureRP, Proto.io, Google Analytics, Hotjar, WCAG 2.2 guidelines, JavaScript (basics), HTML5 (basics), CSS3 (basics)