

Joshua Aaron Morán

Visual Design & UX Strategy

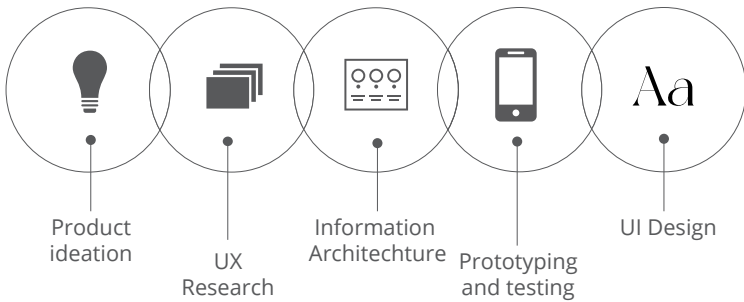
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PERSONAL STATEMENT

I am a designer with a passion for creating great user experiences. With more than 8 years of working experience as a UX/UI designer, I have worked in many kinds of environments from Start-up to Corporate and have worked various Industries. Over the years, my passion for design and ability to lead has always proven project success.

MY SPECIALITIES



DESIGN ABILITIES

- Figma, Photoshop
- Merging Agile/Lean UX
- Interpret qual & quant data
- HCD Personification
- Information architecture
- Sitemap & Wireframing
- Prototyping
- User testing
- Accessibility standards
- Interaction design
- Development frameworks
- Brand guidelines
- Logos, font, iconography
- Video commercial mockup

WORK EXPERIENCE

UX Design Consultant

Morgan Stanley
june 2021 - Present
Contract

In a digital secure environment, I work with stakeholders and clients to advise on web components and information architecture. As a part of a creative studio team, I also manage timelines and billing for hours. Prototyping with Figma and Sketch, I helped publish several Tier 1 projects which affect upwards of 20,000 active users.

UX Design Lead

KAR Global
Oct 2020 - April 2021
Contract

As the primary UX Designer for the Private Label department at KAR Global, my responsibility is to enhance their OLiQ technology which is utilized by over 50+ automotive brands. Interacting with multiple Product Owners and Product Managers on a daily basis, we iterated new publications which enhanced a legacy application.

UX/UI Design

Leonardo Worldwide
May 2018 - June 2020
Full Time

Leonardo is an image distribution company for the hospitality sector. After 20 years in business, various other products were developed. In my role, I was tasked to understand each product and to lead their corporate redesign. Projects include: the new media library, vbrouchure redesign, and the massive overhaul of vscape.

UX/UI Design

Various Agencies
Sept 2017 - April 2018
Contract

Working in various environments as a contracted UX/UI designer: The Exchange Lab, Corus Ent, Ruby Life. For each project, I face new stakeholders and given the responsibility of immersing myself into new products and tailoring them for their desired persona.

EDUCATION

- Interaction Design Foundation
UX Management: Strategy & Tactics
Graduate - Online Certification - 2020
- California Institute of Technology
Interaction Design
Graduate - Bachelor of Arts - 2013
- Mohawk College
Web Design, HTML, CSS
Graduate - Certification - 2011

RECOGNITIONS



Ontario Futurpreneur
Program funding
for entrepreneurs 2015
VIII Music Festival