



Manchester, UK

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# jason. morris

## UX Designer

HFI Certified Usability Analyst (#2014 -4675)

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*A creative UX designer with more than 10 years of experience. I am passionate about design, technology, latest trends and a hunger to learn more as I grow. In the last few years I've been crafting solutions for some big brands such as JLR, Pfizer and Barclays.*



## SKILLS AND ABILITIES

### DESIGN AND PROTOTYPING TOOLS

- Sketch
- Figma
- Invision
- Principle
- Adobe XD
- Axure
- Adobe Ae
- Anima
- Protopie
- Blender 2.8

### CODE

- HTML 5
- CSS 3
- JS - ES6
- React

## PROFESSIONAL EDUCATION

- Certified Usability Analyst - 2014
- Core Java Course - 2007
- Advanced 2d & 3d Animation - 2006

## WORK EXPERIENCE

### UX DESIGNER & FRONTEND DEV

TechReturners | Nov 2020 - Feb 2021

#### WEB APPLICATION (Green Vibe)

**Concept and Ideation:** Came up with different gamified concepts, sketched, ideated, discussed MVP and finalised the approach with personas and a detailed illustrated storyboard.

**Prototyping and user testing:** Created a task flow of screens and then tested with users based on my Figma prototype.

**Frontend development:** Started with static HTML and CSS pages to get the structure in place. I moved on to sorting out dynamic components to be used with React. I've delved into creating the whole structure, organising files, working with state and props, event handling, styled components, react - animations and lottie animation to enhance it overall.

**Team collaboration:** No work is completed well without good teamwork and I was happy to learn as well as teach a lot from my expertise in UX. I've understood cloud with AWS, some backend integration and authentication working alongside teammates.

### UI & UX DESIGNER

Tata Consultancy Services | Nov 2013 - Aug 2020

#### BARCLAYS BANKING (Mobile banking, Agent facing & Kiosks)

I helped drive solutions with the aid of research, heuristics, design principles and usability. Setting design standards and reviewing end products created by team members.

**Understanding business needs:** I worked with stakeholders in giving them a vision of how an app would grow from conception to a user facing and functional application. This was achieved by researching, brainstorming, mocking up and prototyping.

**Visual and Interaction design:** A well planned user experience does not look all that good if it's not fashioned with some good visuals. Motion design adds a lot to the table where Interaction design is concerned.

**Technical know-how:** I have a good understanding of technical requirements since I do have hands on knowledge of HTML, CSS and Java Script working with React, this helps me relate to problems at even a granular level.

### UI/ MOTION DESIGNER

Delphian Logic | Sep 2011 - Nov 2013

#### BRITISH AIRWAYS

I was responsible for a small team of graphic designers and testers. Worked with infographics and visuals to create user Interfaces and video animations.

**Multimedia and motion design:** Working with clients to understand their needs and then get back to my mood board to work with animations for e-commercials or edumercials. A lot of this effort was appreciated with comments by clients on the quality of work.

## VOLUNTEER & MEET UP

- Volunteered as an artist to paint a wall for a social cause
- Have been attending some meetups for UX Crunch in Manchester

## HOBBIES AND INTERESTS



Digital art/ animation



Urban photography



Cycling



DIY projects like arduino

## GRAPHIC DESIGNER

Indecomm Global | May 2007 - Sep 2011

### OCBC BANK

**Digital art and presentation:** Worked with a larger team of like minded artists to create courseware.

**Storyboarding:** Worked with Instructional designs on the storyboard for the e-learning courseware and prepared detailed scenarios in the form of visual sketches to be followed while working on the design software.

## EDUCATION

### PUNE UNIVERSITY

Master of Arts | June 2004

An MA or Master of Arts is typically a two-year post graduate degree in a focused field of study within the humanities or social sciences.

### PUNE UNIVERSITY

Bachelor of Science | May 2002

Typically a 3 year course. A full complement of basic courses in Biology, and Chemistry is required in addition to Botany courses.

## FIELD OF WORK

- Initial data gathering
- Conducting user and stakeholder interviews
- Creating and defining personas
- Discovering, defining and prioritising tasks
- Defining workflows
- Creating prototypes with design tools/ HTML, CSS
- Discussing and implementing design standards
- Conducting heuristic reviews
- Defining a navigation style
- Brainstorming concepts and base idea generation
- Doodling high level wireframes (Low fidelity to high fidelity)
- Creating illustrations or elements of visual design
- Conducting user testing if and when required
- Gathering feedback and tweaking designs
- Coordinating with dev teams and being part of the Agile or SCRUM process
- Project estimation and basic project planning
- Creating UX awareness among other departments