



JOSHUA MORROW

UI / UX VISUAL DESIGN FRONT-END DEVELOPMENT

-  www.joshuamorrow.design
-  joshuamorrow.design@gmail.com
-  [joshua-morrow-design](https://www.linkedin.com/in/joshua-morrow-design)
-  (517) 902-9796

EXPERIENCE



FRONT END WEB DEVELOPER

TouchStone Digital | Apr 2023 - Present | Toledo, Ohio

Developed and managed dynamic websites and interactive web applications utilizing cutting-edge front-end frameworks. Played an integral role within the MadAve Marketing Group, fostering close collaboration with agencies to consistently deliver top-tier, award-winning digital solutions for a diverse range of clients.



UI / UX DESIGNER

Zurn Elkay Water Solutions | Aug 2022 - Apr 2023 | Milwaukee, WI (Remote)

Supported UI/UX efforts across legacy brands and platforms. Executed design functions including website development, user experience, and visual design. Delivered results across KPIs to elevate the business through user research and decision-making around our digital experiences.



UI / UX DESIGNER

Elkay Manufacturing | Dec 2021 - Aug 2022 | Downers Grove, IL (Remote)

Supported UI/UX efforts across our B2C and B2B platforms. Extracted insights from user data that consisted of over 4.5 million sessions, annually. Reported advanced analytics data, across our cross-functional teams, resulting in buy-in and alignment from key stakeholders that was pivotal in driving marketing efforts across the business.



SR. UI/UX DESIGNER

MR Direct Sinks & Faucets | Jan 2019 - Dec 2021 | Sylvania, OH

Executed in a multi-disciplinary capacity on UI / UX, web, and visual design efforts. Lead a team of 3-5 designers to produce a best-in-class experience across our various e-commerce properties and brands. Improved key metrics across our overall user experience through the simplification of existing processes and implementation of new functionality and intuitive solutions.



VISUAL DESIGNER

Adrian College | Aug 2019 - Nov 2019 | Adrian, MI

Created and maintained over 10 academic websites built on various CMS platforms across both WordPress and Shopify. Collaborated with other departments and teams on marketing efforts that included athletic photography, visual design, photography, and website updates.



USER INTERFACE DESIGNER

Quantum Signal AI | Jun 2013 - Dec 2018 | Saline, MI

Crafted experiences for remote vehicle operation at a cutting-edge software and robotics company. Collaborated with software developers and mechanical engineers to design, build, test, and implement intuitive driving control solutions that served a diverse range of clients across the automotive, simulation, and government sectors. Executed in a unique, fast-paced, and highly adaptive startup environment.



WEB DESIGNER / GRAPHIC DESIGNER

American Concrete Institute | Jun 2012 - Jun 2013 | Farmington Hills, MI

Built and maintained several websites for a large non-profit company and its partners. Designed various print and digital assets, requested by key stakeholders, that included ePublications, brochures, and catalogs that required an advanced level of layout and design expertise. Collaborated across multiple departments to deliver exceptional design work.



WEB DESIGNER / GRAPHIC DESIGNER

Chameleon Power | Feb 2011 - May 2012 | Novi, MI

Designed and developed 5 custom home visualization tools that gave users the ability to upload imagery of their home and generate a render preview, prior to making a purchasing decision, of products including siding, trim, roofing, paint, and flooring. Projects consisted of web development, graphic design, and image manipulation / retouching.

EDUCATION



THE ART INSTITUTE OF MICHIGAN

Graphic Design / Web Design | Aug 2008 - Jun 2009 | Novi, MI

Associates of Applied Science. Graduated with honors. Dean's List for academic achievement. Artwork selected for permanent display - Children's Hospital of Michigan

SKILLS

UI / UX

- Sketch
- Figma
- Adobe XD
- Lo-Fi Wireframes
- High-Fidelity Mockups
- Rapid Prototyping
- Information Architecture
- App Interactions & Behaviors
- User Research
- Usability Testing
- User Personas
- Journey Maps

VISUAL DESIGN

- Adobe Creative Suite
- Illustrator
- Photoshop
- InDesign
- After Effects
- Print & Digital Design
- Illustration
- Branding & DNA
- Design Systems

FRONT-END DEVELOPMENT

- HTML
- CSS
- Javascript
- React / Next.js
- Git
- GraphQL
- VS Code
- CMS (WordPress, Contentful, CraftCMS)

BEHIND THE SCENES

I'M ACTIVE & COMPETITIVE

- Disc Golf
- Hiking & Adventuring
- Sand Volleyball
- Ping Pong
- Soccer
- Kayaking
- Snowboarding

I'M A HUGE NERD

- Board Game Hobbyist & Designer
- Apex Legends Fan (Wraith Main)
- Fav Film (Series) : Lord of the Rings
- Fav Show : Big Bang Theory
- Magic Gathering
- Doodling / Sketching

TL;DR

No matter what I'm doing in life, at the current moment, I'm approaching it with creativity and a passion for innovation.