



JOSHUA MORROW

UI / UX

VISUAL DESIGN

FRONT-END DEVELOPMENT

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EXPERIENCE



UI / UX DESIGNER

Zurn Elkay Water Solutions | Aug 2022 - Present | 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.



LEAD 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.



MARKETING SPECIALIST

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.



GRAPHIC DESIGNER

Detroit Zoological Society - Internship | May 2010 - Jan 2011 | Royal Oak, MI

Collaborated on a wide range of print and digital projects that involved illustration, photography, and graphic design. Created large format signage, informational marketing materials, photo border illustrations, and 5 unique penny press designs.

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
Git
Sublime
VS Code
CMS (WordPress, Kentico, Shopify)

BEHIND THE SCENES

I'M ACTIVE & COMPETITIVE

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

I EMBRACE MY INNER NERD

Board Games (Hobbyist & Designer)
Video Games (Wraith Main - IYKYK)
Binge watching Lord of the Rings
Magic Gathering OG since 1995

BASICALLY...

If you were to drop Paul Rudd into the cast of The Office, and sprinkle in a little Sheldon Cooper from Big Bang Theory, that would describe my life pretty well :)