

AlianMorales

Versatile Product Designer Specializing
in Web, Mobile, & Brand Design.

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EXPERIENCE

Ecommerce Web/App Designer | @Designed By Cats

2020 – 2024

Supported Companies: Underwood Ammo, Suspension Superstore, JWt, Direct Textile Store, The Hotel Crashpad, The Fire Store, EMRN

Responsibilities:

- Created UI/UX designs to enhance user experience and engagement on both mobile and desktop platforms
- Developed wireframes and prototypes to visualize and iterate design concepts
- Implemented comprehensive style guides and reusable components for consistent design
- Produced mood boards to define and communicate the visual direction of projects
- Collaborated with development teams to ensure seamless integration of design and functionality

Key Achievements:

- Successfully launched multiple ecommerce sites, driving significant increases in online sales and customer engagement
- Enhanced UI/UX across various platforms, resulting in improved user satisfaction and retention
- Developed cohesive style guides and component libraries that streamlined design processes and ensured brand consistency

Product Designer | @SekureID

2017 – 2020

Supported Companies: Alocity, IdentifID

Responsibilities:

- Produced marketing collateral, including brochures, flyers, and digital assets
- Designed and executed trade show booth concepts and materials
- Developed brand identity guidelines and assets
- Designed product sheets and other printed materials for client communication
- Collaborated with cross-functional teams to ensure cohesive and effective design solutions

Key Achievements:

- Successfully launched user-centric websites and applications, improving user engagement
- Enhanced brand recognition and consistency across various platforms
- Designed impactful trade show booths, increasing client visibility and engagement
- Developed effective logos & brand identities that resonated with client values & mission

SKILLS

Web and Mobile App Design
UI/UX Design
Wireframing and Prototyping
Brand Identity Development
Graphic Design
Marketing Collateral Creation
Trade Show Booth Design
Logo Design
Product Design
E-commerce Web
Style Guide Creation

AWARDS

Alocity | 2023 Best New Product at the annual SIA New Products and Solutions (NPS) Awards at ISC West.

LANGUAGES

English | Spanish

EDUCATION

American Intercontinental Univ. — Bachelor

APRIL 2007

LUMA System Program — Online Certificate

MAY 2024

Product Designer | @All Visuals

2014 – 2016

Supported Companies: Apollo Payroll, Konobras, Keiser University

Responsibilities:

- Designed and developed marketing collateral, including brochures, flyers, and digital assets
- Created and executed trade show booth designs and materials
- Developed comprehensive brand identity guidelines and assets
- Designed logos and brand marks for various clients
- Produced detailed booklets and other printed materials for client communication
- Collaborated with cross-functional teams to ensure cohesive and effective design solutions

Key Achievements:

- Enhanced brand recognition and consistency across various platforms and media for multiple clients
- Successfully designed and implemented engaging trade show booths, increasing client visibility and engagement
- Developed impactful logos and brand identities that effectively communicated client values and mission

Product Designer | @STRAAT

2010 – 2013

Supported Companies: go.co, fj.co, classic.com, building.co

Responsibilities:

- Designed and developed web and mobile applications
- Created marketing collateral, including brochures, flyers, and digital assets
- Designed and executed trade show booths and materials
- Developed brand identity guidelines and assets
- Conducted user research and usability testing to inform design decisions
- Collaborated with cross-functional teams to ensure cohesive and effective design solutions

Key Achievements:

- Successfully launched multiple high-traffic websites and applications, enhancing user engagement and satisfaction
- Improved brand recognition and consistency across various platforms and media
- Played a pivotal role in increasing customer engagement at trade shows through innovative booth designs and interactive elements