

Morgan Roberts

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EDUCATION

- University of North Carolina at Chapel Hill** – B.A. Interactive Media, B.S. Information Science Expected May 2023
- Overall GPA: 3.83/4.0
- University of North Carolina at Chapel Hill** – M.S. Information Science Expected May 2025

EXPERIENCE

UI/UX Design Co-op

- Intel Olympics Technology Group (OTG) – San Francisco, CA January 2022 - July 2022
- Designed and built high-fidelity Figma prototypes of 6 sports performance platforms for professional athlete training and wellness.
 - Presented designs and clearly articulated decisions to team members, developers, clients, and stakeholders.
 - Collaborated with product managers, developers, and researchers to ascertain design needs.
 - Spearheaded design research efforts to better understand users' needs and desires including competitive audits, personas, and user flows.

Chief Design Officer & Production Team Lead

- App Team Carolina – Chapel Hill, NC April 2021 - Present
- Lead and delegate tasks to a team of UI/UX Designers, Product Managers, and iOS Developers to meet strict timelines.
 - Communicate closely with CTO and clients to understand how best to address unique user needs.
 - Strictly adhere to Apple's iOS Human Interface Guidelines and W3C accessibility standards.
 - Collaborate with iOS developers to decide what components are practical to incorporate into mobile apps.
 - Present and describe design choices in wireframes, prototypes, and other design components to the team weekly.
 - Create and enforce strict style guidelines pertaining to organization branding and UI/UX Design.

Fellow & Workshop Lead

- UNC Computer Science Experience Lab – Chapel Hill, NC August 2022 - Present
- Design and host hands-on, practical, project-oriented workshops for 8-10 students per week to complement their normal coursework.
 - Manage and staff a coworking space to provide walk-in technical support and maintain a positive work environment.
 - Workshop topics include How to Use Figma, Accessible Design, Design Principles, Unity for Beginners, and HTML/CSS for Beginners.

Undergraduate Teaching Assistant

- UNC Department of Computer Science - Chapel Hill, NC January 2021 - Present
- Grade web development assignments and hold weekly office hours to help other students build websites.
 - Master web development concepts including grid method, flexbox, UI design, Bootstrap, and jQuery.
 - Communicate with a professor and other instructional assistants about deadlines and grading.

Web & Graphic Production Intern

- SharpSpring Technologies – Gainesville, FL (Remote) April 2021 - August 2021
- Created web components from Figma prototypes using HTML, CSS, and JavaScript.
 - Replicated full web pages from images using WordPress, HTML, and CSS.
 - Designed advertisements for the company using Adobe Creative Suite adhering to strict visual branding standards.

PROJECTS & AWARDS

- UNC Appathon Winner**, Spring 2022 Svelte.js Web App
- Designed and built an interactive web app called chromatic.world with Svelte.js featuring 7 different JavaScript-based games.
 - Won awards for Best Website Overall and Best Design Overall.

Bubbly: iOS App Pending Release

UI/UX Research & Design

- Designed an interactive training game app for users with Cortical Visual Impairment (CVI).
- Compiled information about CVI, users, similar apps, and CVI accessibility needs prior to designing.
- Received and incorporated feedback from developers and clients concerning new designs.
- Built a comprehensive and interactive prototype in Figma to deliver to developers to build and release on the App Store.

Centible: iOS App Pending Release

UI/UX Research & Design

- Designed a mobile iOS App for college students to learn how to better manage their funds.
- Conducted research including competitive audits, personas, user interviews, user flow, and user testing to ensure optimal functionality.
- Built a fully fleshed-out interactive prototype in Figma to deliver to developers to build and release on the App Store.

TECHNICAL SKILLS

UI Design, UX Research, Accessible Design, Responsive Design, Adobe Creative Suite, Apple Human Interface Guidelines, Figma, HTML, CSS, JavaScript, Bootstrap, jQuery, Python, React.js, Svelte.js, SQL, SwiftUI, Xcode, Visual Studio Code, App Store Release, Unity, R, RStudio