

# Morgan Roberts

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## SUMMARY

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Product Designer with 5+ years of experience designing consumer and enterprise products across fintech, AI, and mobile platforms. Skilled in translating complex problems into intuitive experiences through user research, rapid prototyping, and systems thinking. Experienced in cross-functional product development, accessibility, and design leadership at Experian, Intuit, and Intel.

## WORK EXPERIENCE

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### UX Designer II

November 2025 - Present

Experian - Remote

- Collaborate with a team to create new features for the personal loans shopping experience for over 100 million monthly active users.
- Redesigned the personal loan qualification form experience, increasing form submission rates from 38% to 51%.
- Designed a reusable chip filtering system and built corresponding Figma components in Experian's design system.
- Designed AI-powered loan insights to help consumers understand and compare lending options.
- Designed an AI search experience to improve access and support to resources in the Help Center.
- Define usability testing objectives and develop prototypes in partnership with UX researchers to validate design decisions.

### Product Design Intern (AI, Analytics, and Data)

May 2024 - August 2024

Intuit - Mountain View, CA

- Designed an AI-powered, low-code data pipeline tool to simplify complex workflows for product analysts.
- Explored generative AI and drag-and-drop interactions to streamline query creation, editing, and validation.
- Conducted 12 user research and usability testing sessions to identify workflow pain points, validate concepts, and guide design iterations.

### Product Design Intern

May 2023 - August 2023

WillowTree Apps - Durham, NC

- Designed high-fidelity prototypes for client projects, including an iOS application used in technical interviews.
- Collaborated with designers and engineers on complex data visualization interfaces, presenting design rationale to clients and stakeholders.

### UI/UX Design Co-op (Olympics Technology Group, 3-D Athlete Tracking)

January 2022 - July 2022

Intel - San Francisco, CA

- Independently owned the complete design process for 6 web applications, from early ideation through high-fidelity prototyping.
- Designed interactive data visualizations to make technical biomechanical insights accessible to athletes and coaches.
- Presented prototypes and design rationale to stakeholders to secure buy-in for product funding and launch.

### Lead UI/UX Designer & Founding Chief Design Officer

April 2021 - May 2025

App Team Carolina - Chapel Hill, NC

- Led design across 4 cross-functional product teams, shipping multiple native iOS applications to the App Store.
- Mentored 70+ aspiring designers through hands-on UI/UX workshops, curriculum development, and design critiques.
- Facilitated collaboration between designers, developers, and product managers throughout the product development lifecycle.

### Web & Graphic Production Intern

SharpSpring - Remote

April 2021 - August 2021

- Designed article covers and built web components in HTML, CSS and Javascript

### Undergraduate Teaching Assistant (COMP 126: Practical Web Design and Development for Everyone)

UNC Computer Science - Chapel Hill, NC

January 2021 - May 2023

- Guided students through web design and development projects, providing feedback on usability, accessibility, and technical implementation.

## EDUCATION

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**M.S. Information Science - Human-Computer Interaction** | University of North Carolina at Chapel Hill

May 2025

**Towards Inclusive Realities: Heuristic Insights into the Apple Vision Pro Interface:** Master's Thesis

- Evaluated Apple Vision Pro accessibility using adapted Nielsen usability heuristics and WCAG principles.
- Identified usability barriers across VoiceOver, Voice Control, and other accessibility features, developing actionable design recommendations.

**B.S. Information Science, B.A. Journalism** | University of North Carolina at Chapel Hill

May 2023

- Overall GPA: 3.83/4.0

## SKILLS

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**Design:** Product Strategy, Interaction Design, Visual Design, Design Systems, Prototyping, User Research, Usability Testing, Accessibility (WCAG), iOS Design

**Tools:** Figma, Adobe Creative Suite, HTML, CSS, JavaScript, SwiftUI

## FEATURED PROJECTS

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### **Luminary:** iOS App

- Designed an accessible campus navigation app that helps users with mobility impairments avoid obstacles and navigate safely.
- Conducted research with students with disabilities to inform personalized routing preferences and obstacle-reporting features.

### **Bubbly:** iPadOS App

- Designed and shipped a gamified iPad app supporting visual rehabilitation for people with Cortical Visual Impairment (CVI).
- Conducted user research to inform accessible interactions tailored to users with unique visual-processing needs.