

Morgan Roberts

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EDUCATION

- M.S. Information Science** | University of North Carolina at Chapel Hill Expected May 2025
- Towards Inclusive Realities: Heuristic Insights into the Apple Vision Pro Interface
- B.S. Information Science, B.A. Interactive Media** | University of North Carolina at Chapel Hill May 2023
- Overall GPA: 3.83/4.0

WORK EXPERIENCE

Intuit - Mountain View, CA

- Product Design Intern (AI, Analytics, and Data) May 2024 - August 2024
- Designed a low-code AI tool for data analysts targeting inefficiencies in data pipeline deployment.
 - Conducted user research sessions to identify pain points and expectations from future users.
 - Developed A/B testing experiences with generative AI and drag-and-drop interfaces.
 - Led user testing sessions to validate design concepts and generative AI integration strategies.

WillowTree Apps - Durham, NC

- Product Design Intern May 2023 - August 2023
- Worked collaboratively with a team of designers to create interactions for a data visualization dashboard using Figma.
 - Designed an iOS application to be used in full-time software engineer technical interviews.
 - Presented and clearly articulated design ideas and decisions to team members and external clients.
 - Wrote handoff documentation for complex Figma files and project assets for external clients.

Intel - San Francisco, CA

- UI/UX Design Co-op (Olympics Technology Group, 3-D Athlete Tracking) January 2022 - July 2022
- Designed and built high-fidelity prototypes of 6 sports performance platforms for professional athlete training and wellness.
 - Led design research efforts to better understand users' needs and desires including competitive audits, user flows, and personas.
 - Presented designs and clearly articulated decisions to team members, developers, clients, and stakeholders.

UNC Computer Science - Chapel Hill, NC

- Undergraduate Teaching Assistant (COMP 126: Practical Web Design and Development for Everyone) January 2021 - May 2023
- Graded web development assignments and held weekly office hours to help other students build websites.
- Workshop Lead & Identity Manager (Computer Science Experience Lab) July 2022 - May 2023
- Designed and hosted hands-on, practical, project-oriented workshops for 8-10 students per week to complement their normal coursework.
 - Managed and staffed a coworking space to provide walk-in technical support and maintain a positive work environment.
 - Designed and created content to drive traffic into the area and establish brand identity.

SharpSpring - Gainesville, FL (Remote)

- Web & Graphic Production Intern April 2021 - August 2021
- Created web components and replicated full web pages from Figma prototypes using HTML, CSS, and JavaScript.
 - Designed advertisements for the company using the Adobe Creative Suite and adhered to strict visual branding standards.

LEADERSHIP

App Team Carolina - Student Organization

- Lead UI/UX Designer & Production Team Lead September 2021 - Present
- Lead and delegate tasks to a team of UI/UX designers, product managers, and iOS developers to build high-quality products.
 - Create designs based on requirements from clients and teammates that follow the Human Interface Guidelines and W3C standards.
 - Present designs at weekly meetings, lead design critique sessions with developers and product managers, and address feedback.

UI/UX Apprenticeship Team Lead

- January 2024 - Present
- Design and teach a two-semester curriculum to provide UI/UX design skills to over 70 members across the past two years.
 - Teach meetings and prepare assignments for a group of 10 aspiring designers weekly.

Chief Design Officer

- April 2021 - December 2024
- Created style guidelines to improve quality of designs and organizational branding.
 - Critiqued designs regularly for designers across four product teams.

PROJECTS & AWARDS

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

- Conduct a comprehensive evaluation of the Apple Vision Pro through Nielsen's Usability Heuristics and WCAG POUR Guidelines.
- Evaluate accessibility features including VoiceOver, Voice Control, Pointer Control, Audio Descriptions, and Live Captions.
- Synthesize findings, identify tradeoffs between usability and accessibility, and develop design recommendations in a published paper.

Luminary: iOS App Pending Publication

- Designed an iOS navigation app to help users with disabilities find accessible routes on UNC's campus and report accessibility concerns.
- Built an extensive, interactive prototype in Figma to deliver to developers to build and release on the App Store.
- Wrote detailed tickets to provide design details to developers and provide comprehensive design feedback on views after implementation.

Bubbly: Published iPadOS App

- Designed a gamified iPad app to help people with Cortical Visual Impairment (CVI) reduce the severity of their condition.
- Conducted user research to learn about users with CVI, their unique accessibility needs, and existing solutions to inform designs.
- Built a comprehensive and interactive prototype in Figma to deliver to developers to build and release on the App Store.

Centible: Published iOS App

- Designed an iOS app to help college students gain awareness of their spending habits and become more financially literate.
- 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, Responsive Design, Navigation Design, Accessible Design, Design-to-Development Handoff, Accessibility Testing, Microinteractions, Accessibility Compliance (HIG, W3C, and WCAG), Wireframing, Prototyping, Design Systems and Component Libraries, Branding, Usability Testing, Figma, Adobe XD, Adobe Illustrator, HTML, CSS, JavaScript, Visual Studio Code, Python, R, SwiftUI, Xcode