Morgan Roberts

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WORK EXPERIENCE

Product Designer Intern (AI, Analytics, and Data)   May 2024 - August 2024

Intuit - Mountain View, CA
- Designed a low-code AI tool for data analysts targeting inefficiencies in data pipeline deployment.
- Conducted 7 user research sessions to identify pain points and validate design decisions.
- Developed A/B testing experiences with generative AI and drag-and-drop interfaces to measure impact and iterate on solutions. .
- Facilitated 5 user testing sessions with cross-functional teams to validate design concepts and AI integration strategies.

Product Designer Intern   May 2023 - August 2023

WillowTree Apps - Durham, NC
- Prototyped an iOS application used in software engineer technical interviews, working closely with engineering teams.
- Created comprehensive design systems and documentation for seamless developer handoff..
- Presented and clearly articulated design rationale to stakeholders and external clients, advocating for user-centered solutions.
- Collaborated with a team of designers to create interactions for a complex data visualization web dashboard using Figma.

UI/UX Designer Co-op (Olympics Technology Group, 3-D Athlete Tracking)   January 2022 - July 2022

Intel - San Francisco, CA
- Designed and shipped 6 high-fidelity sports performance platforms for professional athlete training and wellness.
- Led comprehensive user research efforts, including competitive audits, user flows, and persona development.
- Presented designs to cross-functional teams, clearly articulating decisions and impact.
- Created intuitive web interfaces focused on user safety and performance tracking.

Lead UI/UX Designer & Founding Chief Design Officer   April 2021 - May 2025

App Team Carolina - Chapel Hill, NC
- Led design efforts across 4 product teams, shipping multiple iOS apps to the App Store.
- Established design system and style guidelines to ensure consistency across products.
- Facilitated weekly design critiques and workshops with designers, developers, and PMs.
- Mentored 70+ aspiring designers through hands-on curriculum development and training.

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

UNC Computer Science - Chapel Hill, NC   January 2021 - May 2023
- Reinforced web design and development concept, helping students build user-friendly websites.
- Provided weekly feedback and guidance on design projects and technical implementation..

Web & Graphic Production Intern   April 2021 - August 2021

SharpSpring - Gainesville, FL (Remote)
- 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, adhering to strict visual branding standards.

EDUCATION

M.S. 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
- Conducted a comprehensive evaluation of the Apple Vision Pro through Nielsen's Usability Heuristics and WCAG POUR Guidelines.
- Evaluated accessibility features including VoiceOver, Voice Control, Pointer Control, Audio Descriptions, and Live Captions.
- Synthesized findings, identified tradeoffs between usability and accessibility, and developed design recommendations in a published paper.

B.S. Information Systems, B.A. Interactive Media | University of North Carolina at Chapel Hill   May 2023
- Overall GPA: 3.83/4.0

FEATURED PROJECTS

Hevvy: Published iOS App
- Designed and developed an iOS app that uses augmented reality for real-time exercise rep counting and form correction.
- Conducted user research with athletes and fitness enthusiasts to validate interaction patterns.
- Created intuitive visual feedback systems for safe, proper exercise form guidance.

Luminary: Published iOS App

- Designed an inclusive native iOS navigation app to help users with disabilities find safe, accessible routes on campus.
- Conducted extensive user research with the disability community to understand user needs.
- Built a comprehensive, interactive prototype in Figma and detailed documentation for developer handoff.
- Focused on creating secure, supportive experiences for vulnerable user populations.

Bubbly: Published iPadOS App

- Designed and shipped a gamified iPad app to help people with Cortical Visual Impairment (CVI) reduce the severity of their condition.
- Conducted in-depth user research with specialized used groups to inform designs.
- Translated complex medical needs into intuitive, accessible interface designs.

Centible: Published iOS App

- Designed and shipped a native iOS app to help college students build financial literacy.
- Created end-to-end user flows from onboarding to daily engagement features.
- Built interactive Figma prototypes demonstrating complex financial data visualization.

TECHNICAL SKILLS

Design: End-to-End Product Design, iOS Native App Design, Design Systems, Accessibility Compliance (WCAG, HIG), User Research, User Testing, Design-to-Developer Handoff, Microinteractions, Interaction Design, Wireframing, Prototyping, Usability Testing

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

Expertise: Inclusive Design, Accessible Design, Mobile-First Design, Cross-Functional Collaboration, Storytelling