MACKENZIE MORSE

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SENIOR PRODUCT DESIGNER

Strategic Leadership | User Experience (UX & UED) | Operational Excellence | Stakeholder Engagement

Senior Product Designer with 8+ years of expertise in leading user experience designs across web, mobile platforms, and iOS applications. Committed to creating intentional and meaningful user experiences, I have consistently achieved business goals by utilizing user-centric design strategies informed by meticulous research. My approach involves collaborating with diverse teams to drive product innovation, enhance compatibility, and foster deep connections with users.

I am adept at leveraging AI tools for refining processes, optimizing user flows, and engaging in innovative design solutions. Familiar with designing in the mobile space for consumer-facing products, my skills are evidenced by a portfolio that showcases large-scale software launches in dynamic product organizations. Passionate about shaping digital experiences, I am driven by the goal of facilitating genuine connections and creating solutions that resonate deeply with users.

EXPERTISE

- UX/UI Design
- Visual Design & Illustration
- Brand & Product Experience
- Cross functional Collaboration

- User Research
- Prototyping
- Research & Analysis
- Project Management

- AI Tool
- Agile Methodologies
- Design Systems & Strategy
- User Testing & Journey Mapping

Technical: AI Tools | Figma| Sketch |Zeplin| Invision| Fullstory |Qualtrics | Miro| UserTesting | JIRA |Asana

PROFESSIONAL EXPERIENCE

ONEHOPE WINE   2019 – Present
Senior Product Designer

- **UX Overhaul**: Boosted order conversion rate by 30% by spearheading the redesign of ONEHOPE's website user experience

- **Cart Abandonment Rate Reduction**: Decreased cart abandonment rates by 15% through strategic UX improvements

- **iOS App Design**: Led the design of ONEHOPE's inaugural iOS mobile app, achieving a 60% adoption rate and a 50% increase in new activations among Wine Reps

- **Subscription Experience Redesign**: Doubled the Wine Club subscriber base within six months through a user-centric redesign, resulting in a $500K boost in Monthly Recurring Revenue (MRR)

- **Nonprofit Interface Design**: Designed an intuitive interface that enabled customers to donate to a selected nonprofit, driving a 20% reorder rate

- **CRM Tool Design**: Led the design of Reach Outs, a CRM tool that enhanced customer engagement, empowering representatives to send out 118,000+ Reach Outs within its first year

- **Design Systems Library**: Initiated and manage a comprehensive design systems library using Figma, streamlining the design process and fostering product consistency. Exceptional proficiency in Figma, utilizing its capabilities to drive efficiency and innovation in design

ONEHOPE WINE   2016 – 2019
Product Designer and User Experience Research

- **UX and Design Leadership**: Designed the company's first eCommerce website and established UX design as a vital preliminary development phase

- **Enterprise Software Design**: Designed an intuitive B2B dashboard for 10,000+ independent contractors, incorporating CRM tools, business analytics, and order/event management capabilities

- **User Research and Insights**: Conducted and evaluated over 20 user research studies, leading to strategic shifts in design and a remarkable Net Promoter Score (NPS) of 80.

Professional Experience, Continued…

IMGUR
2015– 2016

User Experience Research and Product Designer

- **Led User Research**: Conducted over ten user-centered design research and usability studies, directly influencing the product roadmap
- **Driving Feature Implementation**: Identified a user need for threaded comments through research, leading to their implementation and a subsequent 45% increase in user engagement
- **Establishing Design Guidelines**: Created cross-platform design guidelines, ensuring design consistency

EDUCATION & CERTIFICATIONS

BDW AT THE UNIVERSITY OF COLORADO, BOULDER, BOULDER
Master's Certificate in User-Centered Design, Creative Technology, and Entrepreneurship

UNIVERSITY OF CALIFORNIA, SANTA BARBARA
Double Bachelor of Arts (BA) in Psychology and Communication