

# Zoë Morken

User Experience Designer

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in/zoe-morken

## EXPERIENCE

### Associate Designer, Walmart

Jan 2022 – Present

Designing a technology platform for managers to gain visibility into their team's hardware, software, and associated costs.

### Product Design Intern, Walmart

May – Aug 2021

Defined how product owners could better engage with the UX team and clarified our role within the organization. Worked on improving our partner relationships and proposed ways to reduce organizational inefficiencies.

### Lead UI / UX Designer, LeadSigma

Nov 2020 – Jan 2021

Spearheaded the dashboard design for the sales-tech platform. Transformed their vision into reality by addressing small business owner needs and constructing high-fidelity, interactive prototypes. Coordinated with engineers, business analysts, and product managers to assess viability of web application. <https://leadsigma.com/>

### Lead UI / UX Designer, HiDelta

May – Aug 2020

Led the design for a novel restaurant review and recommendation app. Successfully advocated for user needs without compromising the client's business motivations.

## PROJECTS

### Meal Train Redesign (Capstone), UX Designer

Jan – May 2021

Reimagined the Meal Train platform to specifically support cancer patients and caregivers through treatment. Created a robust mobile prototype prioritizing flexible and simple communication based on research insights.

### Avanade Quarantine Tool, UX Team Lead

Jan – May 2021

Designed a COVID-19 quarantine tool for ~6,000 Purdue students to easily communicate with nurse case managers and access resources. Coached a team of seven UX students while coordinating with sponsors and key decision-makers to achieve project milestones.

## EDUCATION

### Purdue University

Aug 2018 – Dec 2021

B.S. User Experience Design

Minors in Communication and Psychology

GPA: 3.94, Dean's List and Semester Honors

## SKILLS

### Design

Interaction Design, Project Management, Wireframing, Storyboarding, Personas and Scenarios, Prototyping, Design Systems, Stakeholder Presentations, Illustration

### Research

Competitive Analysis, Heuristic Evaluations, Affinity Diagram, Surveys, Interviews, Journey Mapping, Usability Testing

## TOOLS

Figma, Adobe CC, Sketch, InVision Studio, Procreate, Bootstrap, git / GitHub

## LANGUAGES

HTML, CSS, JavaScript