

# Marlena Morrison

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I translate broad, conceptual ideas into practical, human-centered designs.

LA-based, open to remote work

Willing to travel as needed

## Education

### Loyola Marymount University

Bachelor of Fine Arts (B.F.A.)

Film Production

Class of 2011

## Tools + Tech

Figma	MURAL / Miro
Sketch	Microsoft Suite
Zeroheight	Google Suite
Adobe Creative Suite	Basic HTML
Atlassian Software Suite	Basic CSS

## Skills

UI/UX Design	Storytelling
Wireframing	Design System Growth
Prototyping	Design Documentation
Accessibility	Product Strategy
Information Architecture	Highly Collaborative
Usability Testing	Growth Mindset
Agile Design	Excellent Communicator

## Interests

Long-Distance Hiking  
Baking  
Reading (Arm-Chair Traveling)  
Landscape Photography  
International Travel

## Work Experience

### Healthwise | Product Designer

November 2021 – Present

- Balanced the design needs of multiple teams for various B2B web applications, managing relevant deadlines.
- Visualized a 5,000-concept taxonomy into a single application to improve the user experience across 5 different personas.
- Closely collaborated with developers, content strategists, product managers and QA testers who depended on me to visualize product requirements and move them forward.
- Validated designs by partnering with a UX researcher to facilitate client and internal feedback sessions, in addition to running frequent usability tests.
- Led design team to adopt Figma as a way to transition from a set of disjointed design tools to a unified strategy. This enabled the team to become more component-minded, allowing for greater reuse and improved efficiency with our design system.

### GNARBOX | UX Designer

May 2021 – October 2021

- Designed and iterated on mobile application and hardware features with Product and Engineering teams based on customer interviews and feedback gathered through support channels.
- Conducted a series of user interviews across 5 months, aggregating critical feedback to inform current and future product iterations.
- Actively participated in an organization-wide analysis of customer personas to understand target segments for marketing and engineering roadmap use.
- Facilitated completion of product packaging and instruction manuals in collaboration with a design agency.

### GNARBOX | Customer Support Manager

August 2017 – May 2021

- Established the foundations, policies and procedures of customer support within a Series A start-up increasing customer retention and word-of-mouth marketing in reviews and forums.
- Built out a customer help center from the ground up including technical articles, written walkthroughs, and working with a designer to ensure a customer-centric experience.
- Served as a key liaison between Engineering, Marketing and Sales teams to keep all teams abreast of new bugs or blockers within the software experience.