



Flora Morrow

Summary

I am a creative with 15+ years of experience creating useful and delightful user experiences. Discovery, strategy, creation, and iteration are essential ingredients to solving the most difficult problems.

I've collaborated with clients to build their brands and turned complex problems into streamlined user experiences. Whether it's consumer or enterprise, web or mobile, making innovative applications is my passion.

Apttus / Senior Designer / 15 - Present

- Lead design direction & strategies in creating digital, social, print and corporate event marketing campaigns.
- Optimize brand cohesion & UI of corporate web properties for a better user experience.

Visa / Senior UX designer / 14 - 15

- Built internal & external UI/UX designs/features and wireframes for Visa Developer.
- Presented designs to internal stakeholders, iterated with product team and collaborated with engineers.

HyperRelevance / Art Director / 11-14

- Lead UX/UI design direction for Cisco Investments, Charles Schwab corporate & subsidiary enterprise websites.
- Designed style guides & pattern libraries for enterprise web applications & intranets.
- Produced digital & print campaign solutions for Cisco.
- Created interactive conceptualizations for Schwab Retail and Santana Row.

Creative i / Junior Art Director / 03-11

- Took opportunities as a production artist in becoming a design lead and ultimately owned projects as a director.
- Designed and art directed digital & print campaign solutions for HP.
- Prepared HP product & environment photography for advertising & packaging.

Skills

User Experience / Interface Design	Brand and Identity	Adobe Creative Suite
Responsive Web Design	Print Design and Production	InVision
Art Direction	Photo Retouching	

Accolades

2013 Platinum Marcom Awards / Charles Schwab Advisor Services Direct Mail Campaign
2012 Silver W3 Awards / Charles Schwab Corporate Communications Website
2012 Award of Distinction Communicator Awards / Charles Schwab Corporate Identity Website
2004 Silver Addy Award / Girls Scouts of Santa Clara County, "Find Yourself Here" Outdoor Ad

Education

CalPoly, SLO / Bachelor of Science / Art & Design
Stanford D.School / Design Think Workshop
Foothill College / Web Development Skill Certificate / Technology & Information Systems

Contact

www.floramorrow.com / flow.inhim@gmail.com / 408.667.7340