Cameron Morales

Denton, Tx, 76205

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[LinkedIn](#) | [cameronmoralesux.com](#)

Executive Summary

Strategic and user-focused design professional with 3+ years of experience driving innovation in UX/UI design and research. Proven ability to integrate human-centered design principles into digital product strategies, ensuring exceptional user experiences and alignment with business goals. Adept at design research, storytelling, and facilitating cross-functional collaboration to deliver measurable results. Passionate about leveraging user insights to influence product roadmaps, enhance client and employee experiences, and drive customer satisfaction.

Professional Skills

Core competencies: User Experience Research, User Experience Strategy, UI/UX Design, Sketching & Ideating, User Experience Design, User Interface Design, Responsive Design, Heuristic Analysis, Prototyping, AI Product Design, Design Systems Development, UX Research, Storytelling, Agile Development, Project Collaboration, Leadership, Sales, Operational Problem-solving, Strategic Planning, Data Management, Project Management, Communications, Quantitative Analysis, Qualitative Analysis, Card Sorting, User Interviews, User Surveys, User Stories, User Personas, Wireframing.

Technology Skills: Adobe XD, Figma, Microsoft Office, Framer, Adobe Premiere Pro, HTML/CSS, Canva, Procreate, OBS Studio, OpenLP, Miro, Wordpress, Adobe Creative Suite, Sketch, InVision, HTML, CSS, JavaScript, React, GitHub, SEO, Google Analytics, Zoom, Gather

Languages: English

Professional Experience

Reality AI Lab

AI Product Designer • December 2024 – Present

- **Designed intuitive, user-focused interfaces for AI-driven products, ensuring accessibility and alignment with technical and business needs.**
- **Conducted qualitative and quantitative research, including usability testing, to inform strategic design decisions.**
- **Created service design blueprints and supported the development of scalable design systems to ensure consistency across projects.**
- **Partnered with cross-functional teams, aligning product strategies with user-centric goals and business objectives.**

Deified Design Agency

UX/UI Designer • June 2024 – January 2025

- **Led UX/UI design projects from research through implementation, leveraging workshops and stakeholder collaboration to align on vision and execution.**
- **Developed responsive digital solutions for diverse industries, increasing user engagement and delivering exceptional client outcomes.**
- **Conducted in-depth research, including user interviews and heuristic evaluations, to guide product roadmaps.**

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Freelance UX Designer

UX Designer • **September 2023 – August 2024**

- **Partnered with clients to develop tailored, user-centric design solutions, focusing on seamless user flows and optimized digital experiences.**
- **Delivered end-to-end design deliverables, including personas, customer journeys, and high-fidelity prototypes.**

Education

Certificate in UX/UI/FE Design • University of Texas at San Antonio Bootcamp • March 2024 – August 2024

- Achieved 99.27% grade, mastering HTML, CSS, JavaScript, and responsive design.

Bachelor of Arts in Communication – Concentration in Digital Media • University of Texas at San Antonio • August 2021 – May 2024

Certifications

Certificate in UX/UI/FE Design • University of Texas at San Antonio Bootcamp • March 2024 – August 2024