

# Cameron Morales

UX/UI Designer

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## Professional Summary

UX-driven Product Designer with experience in creating user-centered designs for AI platforms and transformative tools in education and career development. Skilled in building intuitive interfaces that balance functionality, accessibility, and impact. Strong background in responsive web design, prototyping, and user research. Successfully leads projects from concept to completion, collaborating with cross-functional teams to deliver exceptional user experiences and achieve business objectives.

## Employment History

DEC 2024 – PRESENT

### AI Product Designer, Reality AI Lab

- Designed And Iterated On User-Centric Interfaces For Marvel AI And Sky AI, Focusing On Accessibility, Functionality, And Impact.
- Created High-Fidelity Prototypes Using Figma, Ensuring Seamless Communication Of Design Concepts To Cross-Functional Teams.
- Conducted Usability Testing With Educators And Learners To Refine Designs Based On Real-World Feedback.
- Contributed To Building A Cohesive Design System, Promoting Consistency And Scalability Across Projects.
- Collaborated With Developers, AI Engineers, And Product Managers To Align Designs With Technical Feasibility And User Needs.

JUN 2024 – JAN 2025

### UX/UI Designer, Deified Design Agency

- Led UX/UI Projects With A Focus On User-Centered Design, Incorporating Empathy Maps, User Testing, And Interviews.
- Developed Responsive Websites And Digital Experiences That Increased User Engagement Across Industries.
- Utilized Front-End Technologies Including React, CSS, And HTML Alongside Design Tools Like Adobe Illustrator, Photoshop, And Figma.
- Conducted Comprehensive User Research And Developed Prototypes From Low- To High-Fidelity, Ensuring Designs Were Intuitive And Functional.
- Established Deified Design Agency As A Trusted Partner Through Quality-Driven Design And Development Expertise.

SEP 2023 – AUG 2024

### Freelance UX Designer

- Partnered With Clients To Create Responsive Web Designs And Optimize User Flows For Diverse Industries.
- Conducted User Research And Usability Testing To Drive Design Improvements.
- Delivered End-To-End Design Solutions, Including Wireframes, Prototypes, And High-Fidelity Mockups.

## Education

MARCH 2024 – AUGUST 2024

### Certificate, UTSA UX/UI/FE Bootcamp

- Achieved A 99.27% Grade, Gaining Expertise In HTML, CSS, JavaScript, And Responsive Design.

AUGUST 2021 – MAY 2024

### Bachelor Of Arts In Communication, Concentration In Digital Media, University Of Texas At San Antonio

## Skills

- User Experience (UX) Design
- User Interface Design
- Prototyping
- AI Product Design
- Storytelling
- UX Research & Testing
- Design Systems Development
- Responsive Web Design
- Heuristic Audits
- Responsive Design
- HTML/CSS
- Javascript
- React
- Figma
- Sketch
- Product Design
- Agile Development & Collaboration
- Google Analytics
- Illustrator
- GITHUB
- SEO
- Adobe Creative Suite
- InVision
- Gather
- Zoom
- Wireframing

## Links

<https://cameronmoralesux.com/>