

# C. Diego Morales

UX/UI & Product Designer | Front-End Developer | Systems Thinker

I'm a UX/UI & Product Designer with front-end skills and real-world leadership experience. I specialize in solving problems through research-driven design, accessible interfaces, and agile collaboration. After completing a UX/UI bootcamp, I co-founded a design agency and contributed to AI-powered EdTech tools at Reality AI Lab.

With roots in operations leadership at Target and Chick-fil-A, I bring unique strengths in systems thinking, human behavior, and continuous iteration. I'm now seeking a full-time design opportunity where I can grow, contribute, and build thoughtful digital experiences.

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## EXPERIENCE

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### AI Product Designer

Dec 2024 – May 2025

Reality AI Lab (Contract) – Remote

- Led the design of **Marvel AI** and **Capital Quest**, two AI-powered educational tools. Redesigned Educator Assistant Discovery pages using user research and UX heuristics, improving task completion and feature findability.
- Co-led a 4-day design sprint to develop *Capital Quest*, a gamified platform with AI tutors and geography mini-games.
- Created wireframes and high-fidelity prototypes in Figma, iterating with PMs and engineers.
- Supported design system development for cross-platform consistency.

### Co-Founder / UX UI Designer

Jun 2024 – Apr 2025

Deified Design Agency – Remote / San Antonio, TX

- Founded and led a design agency focused on web design, UX strategy, and front-end builds.
- Delivered responsive, CMS-powered websites for clients using Figma, React, and Webflow.
- Conducted user interviews, created personas, and built interactive prototypes to align business goals with user needs.
- Implemented SEO practices and analytics tools to measure user behavior and improve conversion.

## Shift Manager & UX Systems Lead

Nov 2023 – Present

Reality AI Lab (Contract) – Remote

- Managed daily restaurant operations and a team of 15+ team members during peak service.
- Initiated and led a **UX-inspired redesign** of dry stock workflows in the front-of-house.
  - Conducted team interviews and synthesized feedback into an affinity diagram.
  - Created a new layout system for safer, faster restocking, implemented over 3 weeks.
  - Authored a training guide and change plan for team adoption.
- Promoted to Shift Manager within 3 months and earned Food Safety Manager Certification.

## Closing Team Lead (Manager)

Oct 2022 – Nov 2023

Target – Irving, TX

- Managed nightly closing operations for a 105,000 sq. ft. store, supervising 40–60 team members.
- Trained and onboarded new hires, emphasizing guest service and team efficiency.
- Used systems thinking to streamline handoff workflows and team coordination.
- Partnered with store leadership to analyze KPIs and drive process improvements.

## Freelance UX Designer

Oct 2023 – Present

Remote

- Designed websites for educational, personal branding, and small business clients.
- Created wireframes, prototypes, and accessibility-informed UIs using Figma.
- Delivered mobile-first responsive sites with HTML, CSS, and WordPress.

## Skills

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### UX & Product Design

- User Research
- Prototyping
- Design Systems
- Wireframing
- Accessibility
- Visual Design
- Usability Testing
- Persona Creation
- Systems Thinking

## Tools & Technologies

- Figma
- Adobe XD
- Webflow
- Framer
- React
- HTML/CSS
- JavaScript (Basic)
- WordPress
- Notion
- Google Analytics

## Soft Skills

- Team Leadership
- Cross-Functional Communication
- Documentation
- Problem Solving
- Agile Collaboration
- Coaching & Training

## Education

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### **Certificate in UX/UI & Front-End Design**

University of Texas at San Antonio Bootcamp | Mar 2024 – Aug 2024

### **Coursework in Graphic Design**

*University of North Texas*

**Aug 2022 – Dec 2022**

### **Coursework in Architecture**

*Santa Monica College*

**Aug 2021 – May 2022**