

LUCY MORT

Los Angeles, CA
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EDUCATION

Bachelor of Design (Hons),
The University of New South Wales

WORK

NOV 2020 - PRESENT

Sunroom

Co-founder & CEO

Founded & designed a content monetization platform for women creators, that has generated \$5M in earnings for creators. Hired & managed a team of 14 employees. Responsible for fundraising, hiring, culture, product management, design, sales, and branding.

OCT 2019 - OCT 2020

Consultant

Product Management & Design

Clients include Geneva, HAGS, FiClub, Andex, Kate McLeod, Mayk.

APR 2015 - SEP 2019

Hinge (acq. by Match Group 2018)

Director of Design

Led design across product & brand. Responsible for redesigning the product in 2016, which moved away from the swiping interface & introduced prompts, an innovative liking/matching process, We Met & Your Turn features. Oversaw two major rebrands. Sole product designer as Hinge scaled from 200K to 10M+ users. Later I grew the design team to 4.

OCT 2013 - MAR 2015

Coco Republic

Designer & Stylist

Owned design across advertising, web, catalogues, retail, creative direction, and photoshoot production.

SKILLS

People Management

Hiring, onboarding, team building, delegation, motivation, career development, conflict resolution, feedback & performance management.

Leadership

Vision-setting, goal-setting, strategy, developing team culture.

Product Design

User research, journey mapping, user stories, wire-framing, prototyping, high-fidelity design, interactions.

FIGMA, FLINTO, USERTESTING.COM, DESIGN THINKING

Product Management

Idea validation, focus groups, spec writing, design/product/engineering collaboration, QA.

Branding

Brand strategy, mood-boarding, visual identity incl. wordmark design, color, illustration, art direction.

ILLUSTRATOR, PHOTOSHOP, INDESIGN

Animation & Video

App-ready animations, loaders, custom interactions, brand videos.

AFTER EFFECTS, LOTTIE

Photoshoot Production

Talent scouting, location scouting, props, lighting, day-of ops.

Sales & Fundraising

Prospecting, deck creation, pitching, relationship building, closing & onboarding, investor relations.

REFERENCES

Available upon request.