

# Morgan West

Human Experience Designer

I find underlying narratives to drive and communicate design

## Education

### Art Center College of Design / B.S. Interaction Design

LOS ANGELES CA, FALL 2016 - SUMMER 2020

Provost List 3.86 GPA  
Minor in Social Innovation

### Sponsored Projects

#### Under Armour - Future of Run

Explored the future of run as the UX designer on an interdisciplinary team, by creating physical and digital products with an emphasis on recovery. Delivered a machine learning powered interactive prototype.

#### Google - Tools for Future Creators

Designed a tool for future creators in a sponsored studio class. We pitched a tool utilizing spatial audio as part of an AR experience.

### TuDelft / Interaction Design Masters Exchange

DELFT, THE NETHERLANDS, SPRING - SUMMER 2019

### Sponsored Project

#### Philips - Product Redesign

Led UX on the redesign of a fully automatic coffee machine. Delivered prototypes for physical and digital elements.

### AHO / Interaction Design Masters Exchange

OSLO, NORWAY, SUMMER - FALL 2017

### Sponsored Projects

#### Playfinity - Startup

Developed AR gaming concepts for Playfinity, a Norwegian company aimed to merge physical and digital play.

#### Futurelab - Microplastic Solutions

Led research and delivered global expansion solutions for Futurelab, a Norwegian company focused on spreading awareness of micro-plastics in our oceans.

## Achievements

### Art Center Distinction / Graduation Award

PASADENA, CA, SUMMER 2020

### Stylos 25h / Sustainability Award

Naarden, NL, Summer 2019

### Bekk UX Cup Winner / National UX Competition

OSLO, NORWAY, FALL 2017

## Work Experience

### Shield Makers / COVID-19 Response

LOS ANGELES CA, SPRING 2020

Collaborated with Caltech, Art Center, and Los Angeles hospitals to rapidly design, fabricate, and deliver face shields. I created a digital platform to outsource designs and raise funding.

### Nokia / Internship

SUNNYVALE CA, SUMMER 2018

Led a design studio to create a next generation control center, currently being sold to high level clients around the world.

### Conquer / Startup

PASADENA CA, 2018 - 2020

Co-founded Conquer, an adaptive clothing company addressing the specific needs of disabled athletes.

### Chasing Flowers / Startup

BEND OR, 2015 - 2020

Aided in the establishment of a central Oregon floral company. Responsible for e-commerce, branding, and digital design.

## Skills

### DESIGN

UX Design / Interaction Design / Visual design / Data visualization

### METHODS

User Research / Persona Development / Usability Testing / User Journey Maps / Storyboarding / Task Flow Mapping / Ecosystem diagrams  
Information Architecture / Prototype Testing / Analytics

### TOOLS

Sketch app / Principle / Flinto / Invision / Photoshop / Illustrator / Keynote  
Premiere Pro / After Effects / Solidworks / Keyshot / AI + Machine Learning  
Unity / Arduino / 3D printing / Physical Prototyping