

Ilona Phipps-Morgan

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San Diego, CA

EDUCATION

Designlab

UX Academy
2023 – Present

MIT Sloan

MBA, Entrepreneurship &
Innovation Track
2017 – 2019

Harvey Mudd College

BS, Engineering
2009 – 2013

Scripps College

BA, Philosophy
2008 – 2012

SKILLS

Tools

Figma
Webflow
Adobe Illustrator

Techniques

Design thinking
User research
Personas
Affinity maps
Journey maps
User / task flows
Wireframing
Prototyping
Usability testing

ABOUT ME

As a UX Designer and prior management consultant, I believe business needs are, at heart, human ones. Whether helping customers, users, or employees, I strive to create joyful, intuitive experiences and have a knack for working in the weeds while staying focused on the big picture. My results are rigorous, thoughtful, and grounded in empathy.

EXPERIENCE

Personal Projects in Designlab Bootcamp | Remote

UX Design Student, 2023 – Present

- Identified user pain points and designed solutions tailored for existing brands, e.g.:
 - New features to support physical gift cards within Apple Wallet (mobile app) and
 - Improved home inventory management for Skyrim (video game)
- Scoped, planned, and completed projects in 2-week sprints that spanned user research, synthesis, competitive analysis, user flows, wireframing, prototyping, and testing
- Completed 600+ hours of end-to-end UX/UI design course and project work

Deloitte Digital | Remote

Manager in Applied Design Practice, 2021 – 2022

Senior Consultant, 2019 – 2021

- Performance consistently rated as “exceptional”
- Drove primary research planning, survey development, recruitment, interviews, and synthesis (e.g., identified retailer, manufacturer, and consumer value propositions to enable the innovative redesign of a \$400M cleaning product category)
- Engaged diverse stakeholders to unite goals and foster user empathy (e.g., designed journey maps and service blueprints to align on vision, led interactive workshops)

ZX Ventures | New York, NY

MBA Summer Intern, 2018

ZX Ventures is a global incubator and venture capital team backed by AB InBev.

- Co-founded a mission-driven beer startup supporting smallholder farmers and households in Southern Africa
- Identified consumer problem and tested solutions qualitatively (interactive events, interviews) and quantitatively (surveys, ads, brand landing pages for A/B testing)

Deloitte Consulting | San Francisco, CA

Consultant, 2015 – 2017

Business Analyst, 2013 – 2015

- Coordinated Deloitte’s presence at the 2017 Cannes Lions Int’l Festival of Creativity; partnered with internal and external stakeholders to ensure seamless branding
- Developed strategy to streamline online payment company’s marketing procurement from 100+ vendors down to 7 and deliver expected savings of \$7M+