Alex Morgan

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Profile

Product designer with six years of experience in B2B software. I turn complex workflows into simple, accessible interfaces, and I work closely with engineers from the first sketch to the release.

Experience

Northwind Software — Senior Product Designer 2023 — present

- Led the redesign of the reporting module used by 40,000 weekly users; task time dropped by 35%.
- Built the design system's data components (tables, filters, charts) with the front-end team.
- Run fortnightly usability sessions and share the findings with product and engineering.

Bluebird Labs — Product Designer 2020 — 2023

- Designed the onboarding flow that raised trial-to-paid conversion from 9% to 13%.
- Introduced accessibility reviews; the product met WCAG 2.1 AA in 2022.

Education

Riverside University — B.A. Interaction Design 2016 — 2020

Skills

Area	Tools and methods
Design	Figma, prototyping, design systems, accessibility
Research	Usability testing, interviews, survey design
Front end	HTML, CSS, basic React
Languages	English (native), Spanish (professional)