

Morgan Giulianelli

UI / UX Designer

Senior Designer from San Francisco with 8+ years of experience helping companies deliver beautiful, intuitive digital experiences. Passionate about social good and using design to make the world better. Interested in opportunities at the intersection of design & social impact.

morgan.giulianelli@gmail.com

14084722438

uxfol.io/mgiulianelli

linkedin.com/in/mgiulianelli/

San Francisco, CA

EXPERIENCE

Senior UX Designer

[Allstate](#) Jun 2020 - Oct 2020

- Created holistic design solutions that addressed business and user needs by considering the end to end customer experience.
- Collaborated with Product Development teams to develop and validate prototypes and ensured technical feasibility and implementation.
- Defined UX and UI requirements to execute a consistent experience across touchpoints.

Senior UX Designer

[Esurance](#) Feb 2019 - Jun 2020

- Created interactive designs for complex web applications by way of page/user flow diagrams, site maps, and interactive wireframes in Figma.
- Partnered with developers, PMs, UX research, and other stakeholders to rebrand and create innovative experiences for Esurance's digital products and services. Raised UX scores by 35% and customer retention by 18%.
- Supported the engineering team through regular collaboration and delivery of production-ready assets and specifications.

Product Designer

[Peanut Labs](#) Feb 2013 - Apr 2018

- Executed and lead the redesign of the company website from concept through production stage, leading to a 78% increase in inbound leads.
- Drove the design process through research, ideation, concept development, validation, prototyping, and final design (in quick, iterative cycles).
- Created interactive and non-interactive prototypes in Sketch to conceptualize new features and new products to gather market requirements and validate that product features resonate with customers and end-users.
- Promoted to Product Designer by focusing on user-centered design principles creating simple and intuitive user interfaces contributing to average trust pilot review of product increasing from 4.5 to 4.9.

SKILLS

UI/UX Design
UX Research
Visual Communication
UI Prototyping
Responsive Design
Web Design
Graphic Design
Usability Testing
Project Management
Active Listening

EDUCATION

Bachelors of Science

[San Francisco State University](#)

May 2010

Marketing, Dean's List