

# MORGAN BURTON

user experience research & design

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## EXPERIENCE (SELECTED)

### SR. USER EXPERIENCE STRATEGIST [CONTRACT] // Timbergrove

July 2019 - Present

#### Current work (third-party shipping application):

- Responsible for conducting business analysis and creating functional requirements
- Leading UX workflow of analysis (customer journeys, user flow, information architecture, personas) and design (wireframes, UI design)
- Delivering overall design roadmap for Agile development teams
- Serve as senior UX and research SME to promote UX methods and tools

### UX RESEARCHER/SR. UX ARCHITECT/DESIGN LEAD // Avanade

(a joint venture of Microsoft and Accenture; Microsoft Partner of the Year 2008 - present)

August 2012-February 2019

- Design and conduct UX and design research assessments for Fortune 500 customers as part of delivery for complex B2C, B2B, intranet, and multi-channel (web, mobile - Android/iOS - tablet, kiosk) digital solutions
- Research advocate and SME for digital projects; successfully adding/scoping design research components to 60% of projects I worked on to date (where UX research was not originally in scope)
- Plan and conduct multi-day workshop engagements in collaboration with customer teams to unify and detail user, system, and business needs
- Define the user experience via information architecture, creating responsive design patterns, UI components, wireframes, and prototypes
- Design and conduct both pre- and post-build user and usability testing to validate and pilot new design and functional implementations
- **UX/Design Lead:** responsible for entire design workstream in multi-stage engagements, manage teams of 1-4 UX members through entire engagement lifecycle

### USER EXPERIENCE/DIGITAL STRATEGY SPECIALIST // Freelance

November 2011-August 2012

Contracted specialist to assess current digital content and strategy through contextual inquiry, user journeys, and wireframing.

**Past work:** Improving overall B2C interaction for an online entertainment sales client; notable milestone of realized growth in digital presence and interaction by over 200% in one month. Coding remote users testing videos for a usability performance client; provided analysis and design insights for a mobile application initiative

### RESEARCH ASSISTANT, APPLIED COGNITION LAB // University

of Utah, Department of Psychology

June 2008-August 2008

As part of the Student Research Opportunities Program (SROP), I worked with Dr. David Strayer in the Applied Cognition Lab studying distracted driving and cognitive blocks as part of a pilot study on texting and driving. This included leading subject testing sessions in a driving simulator and coding driving session data using statistical analysis software (SPSS).

## SKILLSET

Contextual inquiry  
Design thinking (LUMA Certified Practitioner)  
Workshops  
User research  
Design research  
Survey design  
Statistical analysis  
Ethnographic studies  
Interviews  
Heuristic evaluation  
Information architecture  
Usability testing  
Wireframes  
Interaction design  
Product design  
IoT

Career advising

## TOOLS

Sketch  
InVision Studio  
Adobe XD  
Figma\*  
Axure RP  
Illustrator  
InDesign  
Microsoft Office

Jing  
Optimal Workshop  
Screenflow  
Cassette

## EDUCATION

### MASTER OF SCIENCE, INFORMATION (HCI) //

University of Michigan School of Information

2011

Rackham Merit Fellowship

### BACHELOR OF ARTS, PSYCHOLOGY //

University of St. Thomas (Houston, TX)

2008

Magna Cum Laude, Honors College