

MORGAN J CADOW

PRODUCT DESIGNER

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EXPERIENCE

Senior Product Designer // Homebound 2023 - Present

- Reinvented Homebound's complex construction platform marked to advance every step of the home building process as 1 of 4 designers
- Lead collaborative efforts with users to design and develop apps aimed at improving the construction of interior design packages aimed at increasing production by 25% by the end of 2024
- Enhanced the platform by implementing systems to collect and analyze product, option, and pricing data, resulting in improved margins as the company scales from 100s to 10,000s of new homes
- Supplied user experience leadership in systems design for the reimagined platform set to boost margins by 10% YoY

Senior Product Designer // Evolve 2019 - 2023

- Developed and launched an internal Salesforce tool to streamline booking management processes, enhancing pricing transparency, accuracy, and customer interactions saving the company over \$150K in the first month after full launch
- Established the Evolve Design System, a comprehensive package of over 50 unique components and thousands of variants, emphasizing accessibility and aligning with company rebranding initiatives
- Boosted efficiencies organization-wide decreasing design and development time by 20%
- Spearheaded a company-wide user research initiative boosting user data collection by over 50%

UI/UX Manager // PromonTech 2016 - 2019

- Established and managed an 8-person team covering UX/UI/Research/Content for PromonTech's 6 B2C and SaaS products
- Partnered with clients to create a mortgage underwriting application that optimized processes for small lenders, improving document management and risk assessment to increase loan margins from 5-20%
- Created and maintained 2 global design systems increasing production efficiency by 30%
- Pioneered the design of 11 patented user experiences for the mortgage industry

Digital Art Director // FSW 2013 - 2016

- Primary in UI design, HTML, and CSS for the complete rebuild of FSW.com which refined usability, accessibility, and load times achieving a 10% increase in average conversion rate
- Executed A/B tests on every aspect of the e-commerce app raising conversion rates on difficult product types by up to 60%
- Guided the UI/UX team of 4 providing art direction and technical leadership
- Led FSW's rebranding initiative, establishing a cohesive and contemporary brand identity across all platforms increasing brand recognition industry-wide by 30%

EDUCATION

Illinois Institute of Art - Schaumburg, IL 2009

Bachelor of Fine Arts, Media Arts & Animation

SKILLS

- **Discovery:** User Research & Analysis, Persona Creation, User Journey Mapping, Usability Testing, Split Testing
- **Design:** Wireframing & Prototyping, Visual Design, Responsive Design, Mobile Design, Interaction Design, Information Architecture, Accessibility Design, Design Systems, Branding, Illustration, eCommerce, B2B, B2C, SaaS
- **Tools:** Sketch, Figma, Photoshop, Illustrator, HTML, CSS/SCSS