

JOSHUA MORROW

UI / UX • VISUAL DESIGN • WEB DEVELOPMENT

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I've spent the last decade working across UI / UX, visual design, and front-end development. I gravitate towards challenges that involve distilling complexity into simple and satisfying interactions. I thrive at the intersection between design and engineering; creating experiences that foster a sense of wonder and bring real value to people.

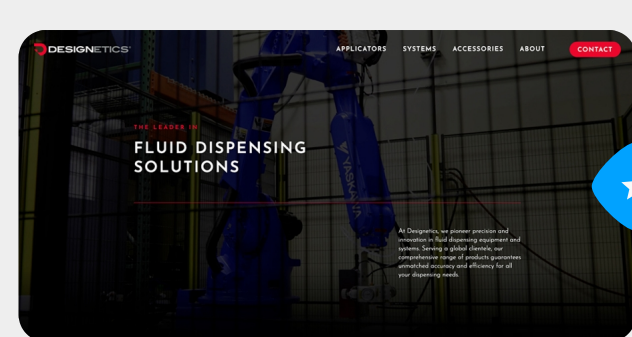


EXPERIENCE



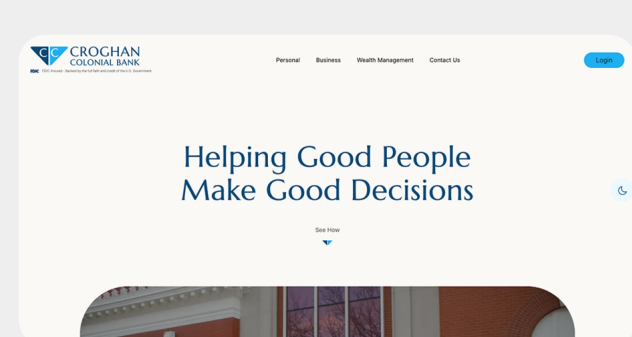
WEB DEVELOPER TouchStone Digital • Apr 2023 - Current

Built and maintained over 7+ award winning websites across various industries including healthcare, logistics, manufacturing, and finance. Utilized a headless CMS architecture built on Next.js, WordPress and GraphQL. Collaborated across agency teams to provide best-in-class digital experiences.



[designetics.com](#)

NEXT.js



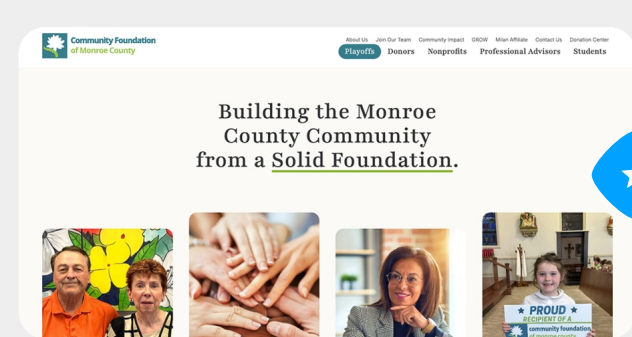
[croghan.bank](#)

GSAP NEXT.js



[visitperrysburg.com](#)

GSAP NEXT.js



[cfmonroe.org](#)

GSAP NEXT.js

AWARDS + CREDIT • we-awards.com/entrant/touchstone-digital



UI / UX DESIGNER Zurn Elkay Water Solutions • Aug 2022 - Apr 2023

Unified 3 legacy brand platforms under a cohesive design system serving both residential and commercial water product lines. Drove user research initiatives across 50+ SKU categories that directly shaped product development and go-to-market positioning.



UI / UX DESIGNER Elkay Manufacturing • Dec 2021 - Aug 2022

Analyzed 4.5M+ annual sessions across B2C and B2B platforms to surface actionable insights for product and marketing teams. Owned end-to-end UX strategy for America's largest stainless steel sink manufacturer spanning sinks, faucets, drinking fountains, and bottle fillers.



UI / UX DESIGNER MR Direct • Jan 2019 - Dec 2021

Reduced cart abandonment by 9% through checkout flow redesigns that improved buyer trust and streamlined the purchase path. Managed a small team responsible for UX and visual design across 5+ e-commerce storefronts in the kitchen and bath space. Partnered with sales, digital marketing, and customer service to optimize the full buying journey from discovery to post-purchase.



MARKETING SPECIALIST Adrian College • Aug 2019 - Nov 2019

Managed a portfolio of 10+ academic websites on WordPress and Shopify, handling content updates, maintenance, and performance monitoring. Coordinated cross-departmental marketing campaigns incorporating photography, graphic design, and digital content strategy. Increased engagement across key enrollment pages through A/B testing and iterative layout improvements.



USER INTERFACE DESIGNER Quantum Signal AI • Jun 2013 - Dec 2018

Designed mission-critical control interfaces for remote vehicle operation used by automotive, simulation, and defense clients. Reduced average operator response time by 18% through iterative usability testing and interface simplification. Partnered with software developers and mechanical engineers in rapid prototyping cycles to minimize cognitive load in high-stakes environments.



WEB / GRAPHIC DESIGNER

American Concrete Institute • Jun 2012 - Jun 2013



WEB DESIGNER

Chameleon Power • Feb 2011 - May 2012



GRAPHIC DESIGNER

Detroit Zoo • May 2010 - Jan 2011

SKILLS

UI / UX

Figma, XD
Wireframing, Prototyping
Information Architecture
Interaction Design
User Research, User Testing
Personas, Journey Maps, User Flows
WCAG / Accessibility

WEB DEVELOPMENT

HTML, CSS, JavaScript
React / Next.js
GraphQL, REST APIs
Git, VS Code, Claude Code, GitHub Copilot
Headless CMS Architecture
WordPress, Craft, Webflow

VISUAL DESIGN

Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects)
Print Design, Digital Design
Brand Identity (DNA)
Illustration
Iconography
Design Systems
Component Libraries

OTHER

Google Analytics (GA4)
Google Tag Manager
HubSpot

INTERESTS

Board Games (Hobbyist & Designer)
Disc Golf
Pickleball
Hiking & Adventuring
Video Games
Traveling
Cooking

EDUCATION

THE ART INSTITUTE OF MICHIGAN

Graphic / Web Design • 2007 - 2009
Graduated with honors. Dean's List for academic achievement. Artwork selected for permanent display at the Children's Hospital of Michigan (Detroit, MI)

