

# JOSHUA MORROW

UI / UX • VISUAL DESIGN • WEB DEVELOPMENT • CREATIVE THINKER

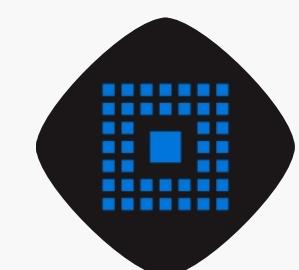
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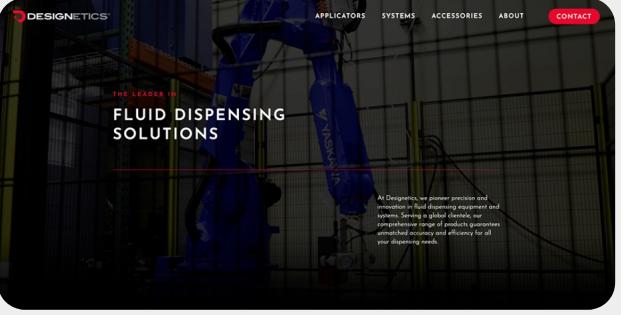
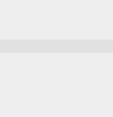
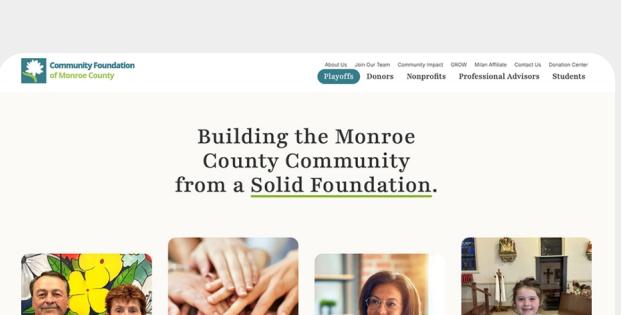
 (517) 902-9796

## EXPERIENCE



### WEB DEVELOPER **TouchStone Digital** • Apr 2023 - Current

Built and maintained client websites utilizing Next.js, WordPress with focus on ADA compliance and Core Web Vitals optimization. Implemented headless CMS architectures and third-party integrations across healthcare, logistics, and B2B clients. Collaborated across agency teams to deliver award-winning digital solutions.

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	 <a href="http://www.croghan.bank">www.croghan.bank</a>	   
	 <a href="http://www.visitperrysburg.com">www.visitperrysburg.com</a>	   
	 <a href="http://www.cfmonroe.org">www.cfmonroe.org</a>	   



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

Scaled UX strategy across an expanded portfolio of residential and commercial water products, unifying design patterns across multiple legacy brand platforms. Led user research initiatives that informed product development and go-to-market strategy.



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

Owned UX strategy across B2C and B2B platforms for America's largest stainless steel sink manufacturer, covering sinks, faucets, drinking fountains, and bottle fillers for residential and commercial markets. Analyzed 4.5M+ annual sessions to inform product and marketing decisions. Developed reporting frameworks that drove stakeholder alignment on UX priorities.



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

Led a team focused on UX and design across various e-commerce platforms in the sink and faucet space. Collaborated cross-functionally with sales, digital marketing, and customer service to optimize the end-to-end buying experience. Reduced cart abandonment by 11% through checkout architecture improvements that improved buyer trust. Unified design system across all storefronts for brand consistency.



### MARKETING SPECIALIST **Adrian College** • Aug 2019 - Nov 2019

Managed a portfolio of 10+ academic websites on WordPress and Shopify, delivering timely updates and ongoing maintenance. Led cross-departmental collaboration on marketing campaigns incorporating photography, visual design, and digital content strategy.



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

Designed control interfaces for remote vehicle operation used by automotive, simulation, and government clients. Partnered with software developers and mechanical engineers through rapid prototyping cycles. Conducted usability testing to optimize operator response time and reduce 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



## EDUCATION

### THE ART INSTITUTE OF MICHIGAN

**Graphic / Web Design** • 2009

Graduated with honors. Dean's List for academic achievement. Artwork selected for permanent display at the Children's Hospital of Michigan (Detroit, MI)

## SKILLS

### UI / UX

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

### WEB DEVELOPMENT

HTML, CSS, JavaScript  
React / Next.js  
GraphQL, REST APIs  
Git, VS Code, Claude  
Headless CMS Architecture  
WordPress, Craft, Webflow  
Google Analytics (GA4)  
Google Tag Manager

### VISUAL DESIGN

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

## INTERESTS

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