

Isabel Morales Senior Product Designer

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EXPERIENCE

Confidential Company, Senior Product Designer August 2022 – January 2025

Contributed to the design, research, and testing of an innovative platform under strict confidentiality requirements.

Wiley, Senior Product Designer March 2018 – August 2022

Design 3 integrated educational platforms for students & professors for both web & mobile.

- Align business strategies, research findings, and tech requirements with user needs.
- Test design variations with current & prospective users, and make decisions based on research data.
- Design for system integrations and multiple-user systems.
- Design for both modern, and legacy systems with more technical constraints.
- Develop product strategies and keep an eye on competitors' offers and features.
- Stay up to date with user satisfaction ratings and financial targets.
- Write unbiased surveys and deliver assets for research efforts.
- Guide focus groups and 1-on-1 interviews in research studies.
- Maintain accessibility throughout all platforms.
- Audit the experience regularly to find user pain points and opportunities.
- Help the marketing team with advertising campaigns for new features.
- Use Figma, Jira, Pendo, Qualtrics, and Braze to manage design and research efforts.

Consulting Group International, UX Designer April 2017 – March 2018

Design a social media app & 3 integrated delivery apps: customer, store & courier, mobile.

- Design UI, UX, flows, prototypes and all supporting assets including icons and copy.
- QA new features & app versions in a real-world environment, e.g. testing delivery applications.
- Optimize development time by adapting current libraries and functionalities.
- Manage tasks in a scrum and agile environment.
- Reevaluate and implement the best workflow and collaboration tools for deliverables.

EDUCATION

Baruch College, City University of NY Bachelor's of Business Administration in Marketing