




JACQUELINE MORALES

CONTACT

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EDUCATION

 BACHELOR OF FINE ARTS
IN DIGITAL MEDIA
STEPHEN F. AUSTIN STATE
UNIVERSITY

 GOOGLE UX DESIGN
PROFESSIONAL CERTIFICATE

SKILLS

VISUAL

Illustrator
InDesign Light-room
Photoshop

MOTION

AfterEffects
DaVinci Resolve
Premiere

DESIGN

Affinity Diagrams
Journey Mapping
Prototyping
Storyboarding
Usability Scripts
Usability Testing
UX Research
Wireframing

INTERACTIVE

AdobeXD Figma
Principle
Sketch

MISC.

Project Management
PPT Development
LMS Testing
Gantt Charts
Smartsheet

PROFILE

I'm a passionate UX Designer with 5 years of experience crafting intuitive and engaging digital experiences. My ability to collaborate effectively with cross-functional teams and translate business goals into impactful user interfaces sets me apart. I thrive in fast-paced environments and am committed to delivering exceptional user experiences that drive positive business outcomes.

EXPERIENCE

GRAPHICS PROJECT COORDINATOR
REATA PHARMACEUTICALS | AUGUST 2019 - NOVEMBER 2023

- Envisioned, created, and implemented low and high-fidelity prototypes to enhance the corporate and branded site's user experience.
- Collaborated with colleagues to create video and motion graphic assets for disease awareness campaigns
- Established and maintained relationships with key stakeholders to achieve defined milestones and deliverables.
- Took an integral part in operational readiness by crafting personas, drafting usability scripts, and conducting usability studies for internal application systems as well as corporate and branded websites.

APPAREL TEAM LEAD
ACADEMY SPORTS + OUTDOORS | JUNE 2016 - SEPTEMBER 2019

- Created visual marketing and stylized brand displays to increase sales and product exposure.
- Trained and developed team members to prioritize and delegate projects to optimize the successful execution of sales plans.
- Collaborated and constructed visual marketing and organizational displays with Vendor representatives in accordance with company guidelines.

GRAPHIC DESIGNER | MEDIA RELATIONS | PAINTING INSTRUCTOR
MAKE YOUR MARK STUDIOS | MAY 2018 - NOVEMBER 2018

- Moderated user content to ensure all engagement with the brand was appropriate and amplified the company mission and message.
- Ideated, created, and implemented marketing campaigns on social media platforms to demographically target the intended audience.
- Facilitated events and group classes featuring enticing themes using materials on hand in order to mitigate any time and budget constraints.