

Maggie Morley

GRAPHIC AND WEB DESIGNER



Profile

UI/UX Designer with experience across print, digital, branding, copywriting, web design, and social media, supported by strong project management skills. Specializing in WCAG-compliant, conversion-driven web experiences that balance accessibility, strategy, and visual impact. Eager to continue expanding knowledge of user research and microcopy to create even more intuitive, user-centered designs.

Contact

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Education

Bachelor of Arts (B.A.)

Visual Communication Design
with minors in Advertising and
User Experience Design

Kent State University

2015-2018

Skills

- Accessibility (WCAG)
- Adobe CC Programs
- Art Direction
- Copywriting
- Design Systems
- Figma
- Information Architecture
- Management
- Organization
- Prototyping
- Website Audits (UI/UX)
- Wireframing

Achievements

PLATINUM

25th Hour Communications Brand

Hermes Creative Awards
2020

EXCELLENCE

SJECCD COVID-19 Microsite

Communicator Awards
2022

GOLD

DD360 Website

Davey Awards
2021

More Than a Game Logo

Hermes Creative Awards
2020

More Than a Game Branding

Davey Awards
2020

BRONZE

Santa Monica College Reopening Plan

The Anthem Awards
2022

Experience

**Samples of work available upon request*

UI/UX DESIGNER

Wildfire | July 2023 - Present

Create concepts for the user experience and design of websites and web pages, ensuring intuitive content flow and interactivity; build lo-fi and hi-fi wireframes and prototypes for both desktop and mobile devices; establish and maintain design systems while ensuring all components align with WCAG accessibility standards; work under tight client deadlines; expand upon knowledge of and experience in Figma; collaborate with other designers, account executives, and developers to achieve client and company goals; QA staging websites and web pages both before and after launch

GRAPHIC & WEB DESIGNER

Freelance | October 2022 - Present

Develop and execute strategic brand experiences across web, print, and digital media from concept through launch; maintain brand standards through cohesive visual systems and accessible, high-performing creative aligned with client goals; collaborate with project managers and stakeholders to thoughtfully incorporate feedback and refinements

GRAPHIC DESIGNER

Shopmonkey | November 2022 - June 2023

Created concept-inspired designs for web, paid and organic social media, digital advertising campaigns, physical events and more; helped elevate the brand to inspire current and potential customers to engage; presented to and took direction from the Sr. Manager of Brand Marketing, Director of Brand and Product Marketing, and CMO on a weekly cadence; expanded knowledge of and experience in both in-house and SaaS operations, prioritized tasks and worked both independently and collaboratively in Figma to complete weekly sprints within the marketing team

COMMUNICATIONS AND DESIGN MANAGER

25th Hour Communications | April 2021 - November 2022

Managed a part-time designer; led multiple accounts and held recurring check-in meetings with clients; acted as the company's lead web designer; wrote and created assets for RFP bids; managed all social media pages for 25th Hour's sister company (Digital Dynamics 360); continued to carry out all responsibilities from the graphic designer role as listed below

- Both client accounts that I led renewed their contracts for another year
- Accepted an invitation to sit on a client's Equity and Inclusion Committee

GRAPHIC DESIGNER

25th Hour Communications | March 2019 - April 2021

Designed print collateral, digital assets, and ads for clients in the higher education sector; rebranded 25th Hour and its sister company (DD360); communicated daily with coworkers via Google chat and Monday.com; helped create and maintain file structure in the company Dropbox; implemented project management changes; collaborated with other designers, ultimately improving design standards to help grow the company and its clients

GRAPHIC DESIGNER & ART DIRECTOR

IdeaBase | January 2018 - December 2018

Gained experience working with real clients and collaborating with other students in a unique student powered-agency setting; designed branded collateral for Kent State University, non-university logos, branding, print design, and more; gained communication, design thinking, presentation, time-management, and collaboration skills that I carried into my school work; applied and strengthened organizational skills; maintained an eagerness to learn and grow; accepted and provided creative direction with peers