

Geoff Morris

UX Developer

Contact

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Experience

10x Management / Freelance UX Developer

Feb '16 – Present, San Francisco

End-to-end user research, design, and prototyping. Recent clients include:

- **Driver** (Healthcare) - Worked with design, marketing, and executive teams to redesign and implement company home page. User research, sketching, design, front end development.
- **Brightmind** (Education) - Helped company founders go from algorithm to mobile education platform. User research, sketching, storyboarding, user flows, graphic/UI design, marketing-fit analysis.
- **Zellis** (Insurance) - Designed mobile health insurance payment app. Needfinding, sketching, wireframes and user flows, graphic/UI design.
- **WJ Perry Project** (Education/Activism) - designed interactive educational materials for this non-profit founded by former Secretary of Defense, William J. Perry. Research, copywriting, graphic design, hi-res mockups.

Stanford University / Instructor, Pre-Collegiate Studies

Jan '16 – Present, Stanford, Lima, Santiago, Singapore, Jaipur

Teaching Computer Science and Design Thinking to students around the world.

Cycling '74 / Senior UX Developer

Apr '10 – Apr '14, San Francisco

Introduced user-driven design methodologies companywide. User testing, video digests, storyboards, front-end design and development. Lead UX designer for flagship visual programming software **Max 7** and iOS app, **Mira**.

University of San Francisco / Adjunct Faculty

Sep '08 – Dec '08, San Francisco

Taught **Digital Literacy**, an art studio class focusing on new media installation and performance.

Futurefarmers / PM, UX Developer

Jan '06 – Jan '08, San Francisco

Developed award winning projects including video games, websites, and events for clients at the intersection of Ecology, Art, and Social Justice.

Education

Stanford University

BS/MS, Symbolic Systems

Coterminal Master's Program, Focus in Human Computer Interaction, 2006

Parsons New School

Graphic Design Certification

Intensive Print/Digital Design Program, Summer 2005

Skills

UX

Persona, Storyboard, User Flows, User Research/Ethnography, User Testing, AV Production and Storytelling

Design

Wireframes, Mockups, UI and Graphic Design, InVision, Photoshop, Illustrator, Sketch, Ableton (Sound Design)

Code

HTML5, SCSS, Angular, Java, Android, Python, Keras, TensorflowJS

Prototyping

Sketching, Paper Prototyping, Wizard of Oz, InVision, Max/MSP, Arduino/Microcontrollers

Awards / Publications

Featured in **Fast Company**. *Nov '14.*

Recipient of the **Artup Grant**. *Mar '14.*

Work featured in **MOMA** interaction design exhibition. *Jul '07.*