

RICHARD MORALES

Senior Product Designer

Austin, TX

WORK EXPERIENCE

BERKSHIRE HATHAWAY HOME SERVICES

Senior Product Designer | Feb, 2018 – Current

Design lead on a cross-functional product team aimed at creating delightful experiences for home buyers and sellers.

- Lead strategic cross-disciplinary product sprints with measurable outcomes
- Communicate and collaborate on design decisions with a board of stakeholders
- Measure & identify growth opportunities for companies KPI's and product usability with end users
- Core contributor and advocate for our new design system
- Facilitate design workshops and drive user research into design decisions

GAUGEBOX

Senior Product Designer | May, 2016 – Jan, 2018

Led the creative direction for a global market leader in the Calibrations Industry.

- Established a brand identity that effectively reflected the company's values
- Spanned design disciplines from product photography to content strategy to application design
- Worked closely with stakeholders, leadership, and a cross-functional team
- Successfully communicated and presented product direction with detailed designs, design rationale, market research, and user feedback
- Architected a unique design system with custom components, patterns, and more

DESIGN STUDIO

Lead Designer | Jul, 2015 – Dec, 2015

Lead designer at a top design agency in San Diego. Produced exceptional digital and physical experiences for brands such as American Red Cross, HotSprings Spas, and local businesses.

- Managed, recruited, and mentored the design talent
- Worked within a SCRUM based design and development process
- Crafted beautiful and functional designs while staying within each clients guidelines
- Juggled several client campaigns at once to deliver high quality and on time results

EDUCATION

HACK REACTOR

Jan, 2016 – Mar, 2016

Advanced software engineering immersive program.

SKILLS

Art Direction

User Experience

FullStack Javascript

Leadership

Design Thinking

Storyboarding

CONTACT INFORMATION

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