Al Morin

Design professional with over two decades of experience spanning diverse industries. My toolkit includes human-centric design, innovation, and creative problem-solving, resulting in the delivery of exceptional digital experiences.

Skills & software

Skills include:
Design strategy
Creative direction
UX research
User mapping & journeys
UX tracking
Information architecture
UI design
Accessible design
Prototyping
Design systems
Branding
Product Marketing
Product growth
Conversion optimization
A/B testing

Proficiency in:
Figma
Storybook
Sketch
Invision
Adobe XD
Photoshop
Illustrator
Google Suite

Education

Product Psychology Masterclass
Growth.design
2023

Web Master Certification
Centro de Diseño Digital
2000-2001

Associate Degree in Graphic Design
Instituto de Diseño de Caracas
1992-1995

Languages

English & Spanish
Proficient: Oral, reading, writing

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Weston, FL

Eperience

Boatsetter | Remote | July 2014 - Present
Head of Product Design

As one of the earliest employees during the startup phase, I played a pivotal role with multiple responsibilities:

- Established Boatsetter's brand identity, including the logo and brand guidelines.
- Aligned design strategies and product vision with user needs and business goals in partnership with stakeholders.
- Collaborated on prioritization and the product roadmap with Product, Data, and Engineering leaders.
- Advocated for customers and prioritized intuitive and dynamic user experiences.
- Led a dynamic and diverse team of Digital and Product Designers, UX researchers, and UX writers, fostering collaboration, motivation and mutual respect.
- Oversaw the end-to-end product cycle, from opportunity exploration and discovery, user empathy, UX research, user story development, user journey, wireframing, ideation, UX writing, prototyping, usability testing to implementation, ongoing testing, and optimization.
- Managed the design system, including Figma components, variables/tokens, and documentation. Collaborated closely with engineering to implement it across the React framework.
- Seamlessly collaborated with marketing on transactional and promotional materials, emails, and video production.
- Conducted workshops and promoted continuous learning within the team.

WishClouds | Boca Raton, FL | February 2013 - July 2014
UX/UI Director

- Led creative operations and design strategy in close collaboration with the CEO.
- Revamped branding and overall visual identity.
- Collaborated on market research, competitive analysis, defining target audiences, and crafting go-to-market strategies.
- Established and oversaw a dedicated team of developers and QA engineers.
- Managed end-to-end mobile app launch, encompassing user stories, flows, low and high-fidelity mock-ups, design system, development, testing and tracking.
- Efficiently managed projects within the Agile System, including defining epics, sprints, task prioritization, and assignment.
- Introduced creative solutions, data-driven enhancements, and viral loops that significantly boosted the social coefficient.
- Monitored data to understand user behaviors and pain points, devising strategies to enhance the user experience.
- Tracked engagement and app adoption, identifying product marketing opportunities.

Bluegreen Vacations | Boca Raton, FL | August 2009 - February 2013
Sr. Web Art Director

A publicly traded company in the hotel and hospitality industry with over 4,000 employees.

- Led the Web Team in the Creative Marketing department, overseeing designers and developers.
- Managed all digital properties, including web, apps, emails, banners, and digital assets.
- Developed brand guidelines to maintain consistency across digital applications.
- Partnered with the VP of Marketing, Project Managers, and Copywriters to enhance client communications and drive bookings.
- Collaborated closely with stakeholders to align on business requirements, priorities, and expectations.
- Managed the department's budget and allocations.
- Developed and executed drip campaigns and promotional emails, reaching over 120,000 subscribers. Pioneered dynamic templates, increasing open and click-through rates by 40% in the first 6 months using Oracle Responsys.
- Designed and programmed an interactive kiosk, which continues to be utilized at trade shows, malls, and resort facilities.
- Responsible for all all digital assets, including proprietary photo and video collections.

Fluent Creative Technologies | Deerfield Beach, FL | November 2005 - June 2009
Associate Sr. Web Art Director

A leading digital agency specialized in dynamic Google ads and lead generation.

- Managed a diverse team of 9 designers and developers for UX/UI strategies in lead generation via landing pages, serving numerous clients across various industries.
- Oversaw voice-over talent, video production, and motion graphics animators to craft interactive user interfaces.
- Conducted in-depth market research and competitor analysis in close collaboration with copywriters and Project Managers.
- Successfully deployed 2,000+ landing pages, capturing hundreds of thousands of leads with a ~12% conversion rate.
- Collaborated closely with the CEO to develop an internal software solutions for dynamic Google ads creation, client reporting and data visualization.
- Created a library of reusable design assets, optimizing the design-to-development hand-off process. Increased productivity by over 40% in just 3 months.