

Morgan Blair

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Objective:

I design XR experiences that blend visual and interaction design with genuine problem solving. I work closely with teams across disciplines to bring ideas from concept to implementation.

Experience:

Sr. UX Designer - XR Design

Store.8 - Walmart Innovations - Project Archer, Redmond, WA | Feb 2020 - May 2024

- Lead the UX team in creating experiences that seamlessly navigate complex interactions, prioritizing the user's needs at each moment.
- Collaborates with Designers, Artists, Engineers, and Product Managers to refine visuals based on consumer feedback, testing, and UX best practices for XR.
- Establishes a comprehensive graphic design language across static and motion design, enhancing project user experience.
- Manages the full lifecycle of artistic development, ensuring high-quality standards and incorporating feedback throughout the process.
- Provides leadership in the development of UX/UI tools and pipeline, optimizing design workflows.

UI Designer - Web

REI, Kent, WA | Feb 2019 - Feb 2020

- Manage brand pages such as Yeti, REI Co-op, Patagonia, Arc'teryx, ect.
- Build cross platform animations to better promote REI sales and events
- Create and manage site-wide designs including REI homepage
- Implement integrated design with production for optimal user experience
- Develop Sketch/Abstract tool libraries to streamline asset production
- Submit and track bids, ROMs & proposals for upcoming projects

UX Designer - Web, print, email

Xome/Mr. Cooper, Bellevue, WA | July 2016 - Feb 2019

- Design logo/site/app in coordination with development team
- Create wireframes, prototypes, product use cases and requirements
- Work with clients in financial and real estate sectors to create designs that represent all brand guidelines
- Design lead on accounts such as LoanDepot and Bank of America

Skills:

- Expertise in UX/UI Design and Mixed Reality and Spatial Applications including Apple Vision Pro.
- Proficient in Art Direction and Visual Storytelling
- Skilled in 2D/3D Asset Development and Visualization Techniques
- Experienced in Cross-functional Collaboration and Project Management
- Adept in Prototyping and Usability Testing for AR/VR workflows

Achievements:

- Placed 3rd at AGI House's AI hackathon
- Designed the first Apple Vision Pro Planogram software for Walmart Merchants
- Lead and set standards for REI Adventures team move from photoshop to Figma

Education:

- BS @ University of Idaho - Virtual Technology & Design

