

# Andrew Morthland

UX + Front-End Designer

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www.morth.land

Orlando, FL

## SUMMARY

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Lifelong maker, creator, and designer passionate about crafting products and experiences catered to the end-user.

Brings a multidisciplinary background including user experience, front-end, and visual design.

Looking to collaborate with an interdisciplinary team to deliver high performing and engaging experiences.

## EXPERIENCE

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### FREELANCE DESIGNER

*Nov 2015 - Present*

Providing user experience, front-end design, and IT services.

Working with filmmakers, musicians, and entrepreneurs to enhance their craft.

### UX DESIGNER

Design Interactive, Inc | *Orlando, FL | Nov 2013 - Nov 2015*

UX design lead responsible for all aspects of user experience, front-end development, and visual design.

- Developed user flow and storyboards for use-case and requirement documentation.
- Created mock-ups, wireframes, and high fidelity interactive prototypes.
- Collaborate with research assistants to execute user testing and feedback.
- Launched over a dozen web, mobile, bio-metric, augmented reality, and mixed reality experiences.
- Served as intermediary Art Director: implementing branding, style, and media guidelines.
- Conducted interview and hiring process of new design employees.

### UX DESIGNER

Real Focus Media | *Orlando, FL | 2012 Freelance*

Crafted user experience and web design for the social photo-sharing website *picSnack*.

- Research and establish product features and tools.
- Developed application flowcharts and wireframes.
- Created branding and overall application visual design.

### FRONT-END DESIGNER

Hooah Interactive LLC | *Orlando, FL | Oct 2010 - Feb 2013*

Supported Art Director designing products and user experience for multiple campaigns across many formats (web, mobile, 10 foot, print, kiosk).

- Developed mock-ups, wireframes, and high fidelity interactive prototypes.
- Responsible for all aspects of front-end development. Responsive websites built with HTML, CSS3, and Bootstrap.
- Clients include Orlando Magic, Department of Defense, National Guard, ARMY, NAVY.

### INTERACTION DESIGNER

Spectrum Bridge | *Lake Mary, FL | June 2008 - Aug 2010*

Sole designer at startup responsible for all branding, ux design, visual design, and front-end development.

Collaborating with .net developers to create websites and applications.

- Developed brand identities, logos, and print collateral.
- Launched Spectrum Bridge corporate website.
- Launched SpecEx online marketplace and Smartwaves Spectrum Manager.

### DESIGN INTERN

NFI Studios | *Orlando, FL | Jan 2008 - June 2008*

Internship at design agency performing general design and maintenance work.

- Converted site from HTML to Drupal.
- SEO, Social Media, and Q/A tasks.

## EDUCATION

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**BACHELOR OF SCIENCE:  
DIGITAL MEDIA**  
*September 2007*

**FULL SAIL UNIVERSITY**  
Winter Park, FL

**HIGH SCHOOL DIPLOMA**  
*2005*

**LYMAN HIGH**  
Longwood, FL  
Completed "Institute of Technology" for TV Production Program (4 years).

## SKILLS

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### USABILITY

Research  
Competitive Analysis  
Functional Specifications  
User Scenarios  
User Testing  
Information Architecture  
Design Patterns  
iOS / Android Guidelines  
Flow Charts  
Wireframes  
Prototyping  
Visual / Interface Design  
Data Visualization

### WEB

HTML 5  
CSS 3  
SASS / LESS Preprocessing  
Responsive Design  
Bootstrap / Foundation  
JavaScript (Basic Implementation)  
jQuery (Basic Implementation)  
MVC Views (Angular / ERB)  
CMS (Sitefinity / Wordpress)  
LAMP / XAMP

### APPLICATIONS

Adobe Creative Suite  
Brackets / Codekit / Prepros  
Git and SVN Source Control  
Agile Development  
Invision Prototype  
Axure / Omnigraffle / Sketch  
Final Cut / Premiere / After Effects  
Dropbox  
Basecamp  
Google Apps  
Microsoft Office

### OTHER DISCIPLINES

Video Production  
Audio Engineering  
IT Services  
DSLR Photography  
Technology Expert

## PROFESSIONAL DEVELOPMENT

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**I/ITSEC CONFERENCE**  
*December 2013 / 2014*

**ORLANDO, FL**  
World's Largest Modeling, Simulation, & Training Conference.

**FUTURE OF WEB DESIGN  
CONFERENCE**  
*October 2012*

**NEW YORK, NY**  
Three Day International Design Conference and Workshop.

**BARCAMP MEETUP**  
*April 2010*

**ORLANDO, FL**  
Annual design and programming event.