

MORGAN POPKO

610.425.7524

www.morganpopko.com

mpopko8@gmail.com

1812 Mountain Street
Philadelphia, PA 19145

EDUCATION

Pennsylvania State University

Bachelor of Design in Graphic Design

Minor in Psychology

SPECIALTIES

Data Analytics

User Testing

User Experience Principles

Content Strategy

Information Architecture

Wireframe Development

User Interface Design

Typographic Systems

Iconography Development

Web Design

Web Animation

Video Production

Storyboard Development

Video Animation

PROGRAMS

Adobe Creative Suite

Figma

Sketch

Adobe XD

Jira

Wordpress

Squarespace

Wix

Invision

Miro

Microsoft Office

Basecamp

Slack

WORK EXPERIENCE

Associate Director of Visual Design @ Material+

OCTOBER 2023 - PRESENT

- Spearheaded the development and implementation of a new e-commerce consumer experience, resulting in an increase in user autonomy and overall engagement.
- Led a team of visual designers and digital storytellers through the creation of enhanced web design solutions across multiple platforms, improving consumer clarity around product advantages and the overall user journey.
- Collaborated with cross-functional teams to develop web experiences based on data analytics, current industry trends and overall company objectives.

Senior UX/UI Designer @ Material+

JANUARY 2021 - OCTOBER 2023

- Implemented user-centered design principles and conducted usability testing to continually optimize and refine digital products, resulting in an increased consumer conversion rate and decreased user bounce rate.
- Led the creation of site maps, wireframes and web design solutions with industry trends and emerging technologies in mind, enhancing a financial institution's digital presence.
- Established and maintained relationships with internal and external developers and creative team members, ensuring the timely delivery of design assets and maintenance of quality standards.

Digital Designer @ Karma Agency

AUGUST 2018 - JANUARY 2021

- Collaborated with stakeholders to translate business and user requirements into high-impact digital solutions, expanding a company's digital reach to a new commercial audience.
- Designed and implemented visually engaging and user-friendly interfaces for web and mobile applications, improving the overall user experience and conversion rate.
- Strategized and executed comprehensive social media campaigns across multiple platforms for a variety of clients, improving user engagement and expanding audience outreach.

Freelancer @ Dearest Creative

MARCH 2018 - AUGUST 2018

- Led a B2C website redesign, which better educated the user on organization goals and inspired consumer engagement.
- Implemented and maintained brand guidelines, ensuring consistency in visual elements, messaging and brand positioning across all touch points.
- Collaborated with internal stakeholders and conducted multiple branded photoshoots, resulting in a consistent visual identity and increased brand presence.

Digital Apprentice @ Karma Agency

JULY 2017 - MARCH 2018

Digital Intern @ AB&C Creative

MAY 2017 - JULY 2017