

MORGAN POPKO

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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
User Accessibility
Web Animation
Video Production
Storyboard Development
Video Animation

PROGRAMS

Adobe Creative Suite
Figma
Sketch
Zeplin
Adobe XD
Jira
Wordpress
Squarespace
Wix
Invision
Miro
Microsoft Office
Basecamp
Slack

WORK EXPERIENCE

Associate Creative Director of Visual Design @ Material+

OCTOBER 2023 - PRESENT

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

Senior UX/UI Designer @ Material+

JANUARY 2021 - OCTOBER 2023

- Implemented user-centered design principles and conducted usability testing to optimize and refine digital products, resulting in an increased consumer conversion rate and decreased bounce rate.
- Led the development of site maps, wireframes, and high-fidelity prototypes, incorporating industry trends and emerging technologies to enhance the digital presence of a financial institution.
- Established and maintained relationships with internal and external developers and creative teams, ensuring the timely delivery of design assets and adherence to 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.

Digital 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