

K. JOEY MORGAN

Durham, NC
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SR. PRODUCT DESIGNER

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Elevator Pitch Senior Product Designer with 8 years in product and graphic design across enterprise software, POS systems, and design systems. I prioritize backing my designs with real user testing, and I've leaned heavily into AI. Claude Code and Figma Make have **cut my prototyping time from days to hours**. I design for B2B tools, from fuel POS interfaces to retail financial operations software. I'm looking for roles where design has a direct line to business impact.

Skills	Design and Research	Toolkit	
A/B Testing	Low and High-Fidelity Wireframing	User Personas	Figma
Cross-Functional Collaboration	Product Development	User Research & Usability Testing	Figma Make AI
AI-Assisted Design Workflows	Product Management	Stakeholder Interviews	Claude Code
Design Systems Principles	Design Team Management	Journey and Affinity Mapping	Miro
Typography and Color	B2B Client Engagement	Iterative Ideation	GitHub
Rapid Prototyping	JavaScript	Heuristic Evaluation	Adobe Creative Suites
Card Sorting	HTML and CSS	Mockups	Cursor AI
Data Visualization	Information Architecture	Product Strategy	VS Code

Experience SR. PRODUCT DESIGNER

Toshiba Global Commerce Solutions *Durham, NC*
2022 - Current

Sole designer supporting Toshiba's retail SaaS portfolio: touchscreen POS, self-checkout, web admin tools, and a cashier mobile app. Previously part of a 6-person design team, where I **led design for the ELERA Admin platform**.

Owned the full UX process for the ELERA Admin platform, a B2B cloud product that brings in \$20M+ yearly. Started using AI tools (Claude Code, Figma Make AI) to speed up persona development, research synthesis, and prototyping.

Built the ELERA Admin Design System from the ground up, now used across multiple enterprise products. Redesigned the Fuel POS cashier experience and put together an interactive prototype that helped close a major US gas station chain as a customer. Shipped Cash Management to production, **cutting audit steps by over 50%** and giving store managers one screen instead of three or four.

Led the redesign of Security Suite, a loss prevention reporting platform that uses AI camera and sensor data to help retailers reduce shrink at self-checkout. Stepped up from assistant to lead designer mid-project, got aligned with the business and dev teams quickly, and **shipped a dashboard that tracks over \$100K in recovery**. Ran card sorting exercises and ranking workshops with customers to validate the information architecture and **cut unnecessary dashboard content by 40%**.

Led a 6-month UX strategy engagement with a major US grocery chain, facilitating workshops that **established their full persona library** and trained their in-house UX team on conducting rigorous persona interviews.

Worked directly with enterprise retail customers to validate product direction, including running prototype demos, gathering feedback on dashboard designs, and presenting research findings. Regularly partnered with business analysts, product owners, and customer success teams to translate stakeholder priorities into design decisions.

SR. GRAPHIC DESIGNER

Newmark Chapel Hill, NC

2018 - 2021

Interim Creative Director and leader of a team of three graphic designers. Led cross-functional collaboration between design, financial, and brokerage teams, serving as project manager for all major design initiatives. Managed multiple projects simultaneously on tight deadlines across a portfolio of **50+ commercial and office properties valued over \$50 million.**

Spearheaded a robust portfolio (\$275M+) campaign by developing branding, email templates, and B2B marketing materials. Designed landing pages, digital brochures, offering memorandums, and requests for proposals for high-value commercial listings. Created complex interactive mapping and data visualization elements for property marketing. Handled end-to-end visual design including typography, color systems, copywriting, and web design for email blasts and digital campaigns.

UX RESEARCHER

Daily Fantasy Insider Chapel Hill, NC

2017

Collaborated with the CEO of this startup to develop and execute the UX research process, including heuristic evaluations, user journeys, and affinity mapping. Conducted stakeholder interviews with the CEO and subject-matter experts, plus user interviews with subscribers, to identify drop-off points in the daily picks workflow. Performed competitive audits against DraftKings and FanDuel to identify positioning gaps.

Built foundational user personas from interview data that informed product direction and pricing decisions. Ran moderated usability tests on key flows; findings drove the War Rooms redesign. Synthesized qualitative and quantitative research into actionable reports presented to leadership. **A/B tested the “War Rooms” feature using personas built from user research, increasing subscription price by 20% and user engagement by 50%.**

Education

B.A. IN MEDIA & JOURNALISM

University of North Carolina

Chapel Hill

2018

Concentration in Graphic Design and Editing.