



MORGAN BORTZ

VISUAL DESIGNER

(615) 479-0907

morganbortz@gmail.com

LinkedIn.com/in/MorganBortz

PORTFOLIO: morganbortz.com

EXPERIENCE

DESIGNER

Compass | Aspen, CO | New York, NY | Nov 2016 - Present

As the main designer in our region, I brought the Compass product to life through visual storytelling by creating marketing and advertising collateral.

- Design print/digital advertisements (agent, lifestyle, and brand)
- Lead agent brand strategy & campaigns
- Develop and maintain brand style guide & corresponding toolkits
- Work collaboratively with designers and marketing teams across regions from strategy to design to the implementation process.
- Art direction of all photography (agent, lifestyle and home)

EXPERIENCE INSTITUTE FELLOW

VISUAL & EXPERIENCE DESIGNER

Veryday | New York, NY | Feb 2016 - May 2016

Co-led the initiative of new employee onboarding through experience design.

- Designed an improved, personalized onboarding experience
- Created an Employee Handbook, 1st Day Booklet and Onboarding Kit
- Interviewed the staff and built a user journey map identifying stakeholder responsibilities and interaction points during the onboarding process
- Prototyped and tested the process with 3 new employees

UX DESIGN STRATEGIST

Leo Burnett | Chicago, IL | Oct 2015 - Dec 2016

Designed the digital product strategy for Leo Love, Leo Burnett's community outreach program.

- Synthesized ideas from a design sprint into actionable insights
- Designed wireframes and visuals for the product interface
- Created a product prototype to demonstrate the core functionality: Event calendars, volunteer registration, sign up and account management, sharing content, tracking progress, and recording data
- Built a strategic timeline and checklist for design & execution

VISUAL DESIGNER / BRAND STRATEGIST

Freelance | Franklin, TN | Mar 2013 - Aug 2015

Provided my clients with a full spectrum of visual design services. Projects required a mix of strategy, planning, flexibility & an eye for detail.

- Brand identities / websites / marketing materials / advertising campaigns
- Communication and management of various stakeholders: users, clients, investors, developers, videographers and photographers
- Ensured projects were completed on time and within budget
- Maintained consistent client relationships & referral network

JUNIOR DESIGNER / PROJECT COORDINATOR

Durik Advertising Inc. | Franklin, TN | Oct 2011 - Mar 2013

- Managed details of design projects: content, special requests & deadlines
- Tracked and oversaw incoming/outgoing activity of projects
- Helped develop unique promotional strategies and campaigns for clients
- Maintained inquires and placed orders for ad specialty/promotional products

ABOUT ME

I'm equal parts designer & strategist. My passion for usability and eye for visual aesthetic are rooted in a desire to make complex things simple.

I believe that design, with a user centered approach, is the key to creating meaningful experiences.

I'm a traveler, a cook, an organizer, a problem solver, a board gamer and a lover of simplicity.

You can find me here (@morganbortz):



EDUCATION

EXPERIENCE INSTITUTE

Chicago, IL

Design Fellowship

Graduated August 2016

Experience Institute is a masters level fellowship designed entirely by the student via apprenticeships, projects, coaching, and classes in the fields of business, design, technology, and social innovation.

MIDDLE TENNESSEE STATE UNIVERSITY

Murfreesboro, TN

Bachelors of Arts

Globalization & Culture Studies, Marketing

3.5 GPA, Graduated 2011

SKILLS & TOOLS

Visual Design	● ● ● ● ● ● ● ●
Adobe Creative Suite	● ● ● ● ● ● ● ○
Sketch	● ● ● ● ○ ○ ○ ○
Project Management	● ● ● ● ● ● ● ○
Wireframes	● ● ● ● ● ● ○ ○
Rapid Prototyping	● ● ● ● ● ● ○ ○
Usability Testing	● ● ● ● ○ ○ ○ ○
WordPress	● ● ● ● ● ○ ○ ○
CSS / HTML	● ● ● ● ○ ○ ○ ○

Curious	● ● ● ● ● ● ● ○
Organized	● ● ● ● ● ● ● ○
Communicator	● ● ● ● ● ● ● ○
Emotionally Intelligent	● ● ● ● ● ● ● ○
Problem Solver	● ● ● ● ● ● ● ○
Deadline Oriented	● ● ● ● ● ● ● ○