

CYNTHIA MORALES

LEAD EXPERIENCE VISUAL DESIGNER

AREAS OF EXPERTISE

My evolution as a designer began with **architecture, a solid traditional foundation**, on which I built my visual design communication skills and expanded to developing user experiences. As a seasoned professional in digital and print projects, I have led design in **conceptualizing presentations, strategy, storytelling, branding, infographics, brochures, white papers, direct mailers, powerpoints and art/photography direction.**

In developing my skills, I've added UX/UI Design to my toolkit. My UX/UI background includes **primary and secondary research, archetypes and profiles to help ensure delivery of digital applications** that employ best practice solutions. My development of design is through **sketches, wireframing, annotated comps development, and usability testing.** I'm looking to join a company that can make use of my diverse background and design skills.

EXPERIENCE

LEAD PRODUCT VISUAL DESIGNER | JUN 2019 - CURRENT

Ascension Studio, Austin, TX

- » Collaborate directly with the Chief Digital Officer and VP of Experience Design to launch high-level strategic and operating initiatives through storytelling for one of the leading non-profit and health systems in the U.S.
- » Managed interior design of newly acquired Ascension Studio space with the idea to bring the Studio vision of flexibility, inspiration and collaboration to a physical space.
- » Visual design lead for creation of the Nurse Companion App that gives nurses patient information on a mobile device to quickly access and assimilate clinical data.
- » Conveyed discovery insights and conceptual ideas from PM's, Researchers, UX designers and Service Designers into meaningful, efficient media presentations.
- » Co-lead to develop Helix Design System, aligning design foundations, components, imagery and system structure across Ascension digital experiences.
- » Initiated collaboration with traditional Marketing department in the enhancement of consumer product experiences using digital branding practices at use in the Studio.

MANAGER OF CREATIVE SERVICES | JUN 2017 - 2019

Texas Hospital Association, Austin, TX

- » Primary designer for the strategic communications team produced presentations for patient advocacy materials including all collateral, infographics, whitepapers, signage and web experiences for THA's Annual Conferences.
- » Managed multiple contractors and interconnected workstreams to visualize, conceptualize and produce materials for THA's internal family of companies.

CONTACT

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QUALIFICATIONS

Technical Proficiency: Figma, Aha, Slack, Invision, Mural, UserZoom, dscout, Google Suite, Sheets, Powerpoint, Sharepoint, Powerpoint, Word, Excel, Adobe Creative Cloud including Illustrator, Photoshop, InDesign, and Acrobat.

Skills: Storytelling, Strategy, Creative Direction, Client Presentation, Brand Implementation, Wireframing, User Research, Prototyping, UX/UI Design, System Design, Conceptualization, Environmental Design, Print Design, Identity Design and Print

EDUCATION

USER EXPERIENCE DESIGN CERTIFICATE

*General Assembly
San Francisco, CA*

BACHELOR OF ARCHITECTURE

*Kansas State University of Architecture
Planning and Design
Manhattan, KS*

GRADUATE PROGRAM IN REGIONAL & COMMUNITY PLANNING CERTIFICATE

*Kansas State University
Manhattan, KS*

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EXPERIENCE CONTINUED

MANAGER OF CREATIVE SERVICES | DEC 2015 - OCT 2016

Service Source International, San Francisco, CA

- » Managed design development for effective presentations, communication of ideas and concepts for collateral at a large, international company. Led brand strategy, art direction and contractor/vendor relationships for creative presentations.

SENIOR VISUAL DESIGNER | APR 2013 - NOV 2015

Kaiser Permanente Digital Health Technology & Strategic Initiatives, Oakland, CA

- » Led brand strategy, art direction, client management and project management.
- » Managed mid-level and junior designer presentations for cohesiveness and consistency.
- » Designed infographics and data visualizations to highlight key business drivers.
- » Collaborated directly with Senior Vice President and Executive Directors for various deck presentations in high-level financial, strategic initiatives for the CIO.
- » Led Everybody Walk mobile ideation user experience sessions for the Mobile Center of Excellence group.

SENIOR GRAPHIC DESIGNER | JUN 2010 - APR 2013

Newmark Knight Frank Capital Group, San Francisco, CA

- » Solely managed creative services for corporate branding and marketing initiatives for the NKF C&CC Capital Services Real Estate Group.
- » Led creative direction, presentations, print and web design, white papers, brand strategy and implementation, client management, project management and contractor/vendor relationships.

ARCHITECT / VISUAL COMMUNICATIONS | OCT 1997 - MAY 2010

Various Architectural Firms, San Francisco, CA

- » Architectural Designer across all phases of the newly renovated San Francisco Zoo from conceptualization to construction administration. I concentrated on overall Master Planning, Entry Buildings and Panoramic Cafe Building to improve the customer viewing experience of animal exhibits and their conservation of their habitats.
- » Developed the signage and color palette of the Interim Environmental Graphics for the "Cannery rising" campaign at the San Francisco Cannery building on the city's wharf.
- » Designed and produced marketing proposals, presentations, and acted as liaison between marketing and the technical staff to create seamless visualization for marketing and architectural projects.

PROFESSIONAL ACTIVITIES

Kaiser Permanente Kids & Technology :
Oakland, CA - Volunteer

Kaiser Permanente + American Heart Association :
Oakland, CA - Volunteer

Alameda Food Bank :
Alameda, CA - Volunteer

Leukemia & Lymphoma Cancer Society :
San Francisco, CA - Campaign Committee