

HI, I'M MIKE MORALES

About

I am a design leader and a veteran of the NYC startup community with a passion for solving complex problems, building intelligent products, and assembling killer design teams.

Currently I spend my time at ClassPass finding the harmony between cross platform digital experience and real world physical experiences with an aim to engage and not distract. I also occasionally lecture at Pratt Institute and spend time with the next generation of UX minds.

Talks & Lectures

PRATT INSTITUTE	Ignition Labs	2017, 2018
GENERAL ASSEMBLY	Guest Lecturer	2017

Education

PRATT INSTITUTE	2005	BFA, Communication Design
NN/G CONFERENCE	2016	The UX VP/Director
GENERAL ASSEMBLY	2017	Front End Web Development
GENERAL ASSEMBLY	2017	Java Script Development

Tools

Adobe XD
Adobe CC
Zeplin
Invision
Sketch
Figma
Keynote
Slack
Jira




Code

HTML
CSS
SASS
JS
JQUERY

Skills

Generative Research
Evaluative Research
Behavioral Research
Research Synthesis
Participatory Design
Interaction Design
Prototyping
Usability Testing
Visual Design

Contact

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Work

HEAD OF UX AT CLASSPASS

03.18 – Present

- Grew, mentored, and developed a team of world class UX researchers and designers.
- Launched consumer search across both mobile and native app experiences to unlock geographic and vertical expansion.
- Redefined pre-subscription user experience across web, native app, and Chromecast. Increased mobile conversion by 10x in one quarter.
- Drove the creation of a centralized components library across both consumer and B2B experiences resulting in increased velocity for both engineering and design.
- Launched a quarterly internship program that increased UX velocity by 50%.
- Reported to the CEO and managed a team of UX researchers and product designers.

PRODUCT DESIGN CONSULTANT AT TODAYTIX

11.17 – 03.18

- Concepted and executed a multi-day booking experience for Harry Potter and the Cursed Child, creating a major business driver in 2018. Platforms including responsive web, iOS, and Android.
- Defined product strategy and vision for a responsive web inventory payments system.
- Launched, drove, and executed against a six week mixed method research study to identify areas of opportunity for internal and B2B facing tools.
- Hired, mentored, and guided UX team while defining the organizational design of the team.

LEAD USER EXPERIENCE INSTRUCTOR AT GENERAL ASSEMBLY

01.17 – 11.17

- Designed and launched a workshop focused on building great designer/developer relationships and learning agile software development principles.
- Implemented a data driven assessment system that was implemented across markets.
- Revamped NYC UX curriculum, formative, and summative assessments.
- Mentored and facilitated career transformations for 58 students.

VP OF UX & DESIGN AT RESERVE

11.14 – 04.17

- Founding executive team member for a high-profile, rapid-growth hospitality technology and payments platform. Diners served grew to 7 million during this time.
- Drove product strategy, design and roadmap for an ecosystem of products. Consumer and B2B platforms including iOS, Android, and responsive web.
- Established quantitative product metrics and qualitative customer feedback programs for continuous product iteration and improvement.

FOUNDING PARTNER AT LAUNCHPACK

08.14 – 02.16

- Drove LaunchPack's business strategy, company vision, and roadmap.
- Successfully raised over \$2.2 million in crowdfunding.
- Advised on fundraising strategy, product development, and go-to-market plans.
- Launched 21 products in 3 countries.

CREATIVE DIRECTOR AT MAKERBOT

07.12 – 07.14

- Launched 6 major hardware products and 6 digital products.
- Defined brand guidelines, design principles, and design standards.
- Launched 3 retail locations and award winning live experiences at CES.
- Recruited, mentored, and managed a team of 20 multidisciplinary designers, photographers, videographers, and writers.