

# Geoffrey Morris

*User Experience Designer*

I have a background in Cognitive Science and 10+ years experience working with clients big and small. I provide services ranging from high-level UX consultation to building in-house product design teams from the ground up, and have a track record of delivering award-winning user-driven design.

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## Previous Clients

- [Yahoo.com](http://Yahoo.com) - in-house data visualization
- [Cycling74.com](http://Cycling74.com) - graphical programming tools for audio, video, physical computing
- [Envelop.us](http://Envelop.us) - creating tools and environments for 3D audio
- [WJPerryProject.org](http://WJPerryProject.org) - former Sec. of Defense's nuclear-non-proliferation project
- [Futurefarmers.com](http://Futurefarmers.com) - design firm at the intersection of the arts and technology

## Skills

- **User Research** - Fieldwork, ethnographic studies, personas.
- **User Testing** - In-house and remote observation of user behavior combined with interviews and shared through video digests.
- **A/B Testing** - Data-driven design using tools like Optimizely, Google Optimizer.
- **Wireframing** - Wireframe application flows using tools like UXPin, Axure.
- **Mockups** - Design high resolution mockups using tools like Sketch, Illustrator, Photoshop.
- **Programming/Prototyping** - mobile (Android) and full stack development for rapid/agile design cycles. Proficiency in: HTML5, SCSS, Angular.js, Backbone.js, node.js, firebase.io

## Awards/Distinctions

- **Fast Company** - featured for my "Afield" project. <http://www.fastcompany.com/3037987/innovation-agents/the-geniuses-behind-all-those-san-francisco-startups-theyre-not-who-you-th>
- **Artup.us** - recipient of the Artup grant. <http://artup.us/artup-grant-1-given-to-sonicwalk/>
- **MOMA** - featured in "Talk to Me", interaction design group exhibition. <http://www.moma.org/interactives/exhibitions/2011/talktome/objects/140010/>

## Education

Stanford University, BS/MS, Cognitive Science, '06  
Parsons New School, Graphic Design Intensive, '05

## Experience

### Cycling '74 (2010-2014)

#### *Usability Engineer*

- Guided new features and development through two iterations of C74's flagship software, Max, from concept to release, through an iterative design process of research, sketching, wireframing, prototyping, testing, and revision.
- Contributed to the concept and design of C74's first iOS app, Mira, a zero-config touch interface for Max.
- Conducted user testing, interviews, and analytics to increase understanding and guide development. Evangelized UX throughout the organization through video digests, blogging, workshops, and the formation of a Product Team.
- Designed and implemented a welcome screen, reference system, and authorization panel in HTML/JS/CSS integrating online content and live data with our standalone desktop application.

### Consulting, Freelance (2006-present)

#### *UX, Product Design, Full Stack Development, Project Management, Education*

- **Afield:** developing an Android audio app for creating spatialized field recordings, using both java and NDK based embedded C for audio processing.
- **Powerhang:** a messaging app for Android featuring Push notifications, a Firebase back end, and an Angular.js web interface.
- **WJPerry Project:** consultant to former Secretary of Defence William J. Perry. Designed and implemented web presence for this nuclear nonproliferation education nonprofit.
- **Envelop:** open source project to develop an Ableton Live plugin for authoring 3D spatialized audio compositions.
- **Yahoo:** developed internal data-visualization and infographics system.
- **Futurefarmers:** project manager and front end developer for this Tech/Arts collective. Flash, PHP, javascript, MYSQL, Illustrator, Photoshop.
- **University of San Francisco:** adjunct faculty. Developed classes on interactive technology, art, and design. Conducted guest lectures at Stanford and Berkeley.