

Gladys Morris • UX/Product Designer

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Summary

Product-focused UX Designer with experience leading end-to-end design, research, and delivery across health tech, finance, and consumer products. Strong at aligning user needs with business goals, communicating clearly across teams, and driving projects from discovery through launch. Skilled in collaborating with executives, developers, and customer-facing teams to shape strategy, refine product experiences, and ensure high-quality releases.

Experience

FoXX Health - Freelance UX/Product Designer, March 2025 - Present

- Own UX strategy, discovery, and delivery for core features of a women's health advocacy app launching in Dec 2025
- Designed end-to-end experiences including onboarding, symptom tracking, insights, appointment preparation, community support, and health profiles
- Work directly with AI engineers to develop an AI-powered question generator using clinically trusted data (NLM, NIH, SNOMED International)
- Lead product documentation, feature copywriting, and specification handoff to development
- Partner cross-functionally with product, engineering, design, and marketing to align on milestones, timelines, and priorities
- Conduct usability testing, rapid prototyping, and iterative refinement with advisory boards and internal stakeholders
- Ensure quality and consistency across product flows, supporting QA and validating releases before launch

BNY Mellon - Contract UX Designer & Researcher, June 2022 – Dec 2023

- Designed for data-rich dashboards for Asset & Wealth Management, translating complex workflows into clear, intuitive interfaces
- Led research operations: planned and conducted interviews, usability tests, card sorts, and heuristic evaluations, interviews, etc...
- Presented insights to senior stakeholders to guide product direction and business outcomes.
- Collaborated with cross-functional partners (engineering, marketing, and compliance) to refine requirements and improve feature delivery
- Managed detailed Figma documentation, annotations, and Jira tickets to support efficient development and QA

Johnston Howse - UX Designer (Contract), 2021

- Sole designer responsible for UX strategy, feature definition, and execution for a social media startup
- Led user research and synthesized insights to improve usability and reduce upload errors by 85%
- Built wireframes, flows, prototypes, and functional specifications for mobile and web experiences
- Collaborated with developers to ensure accurate implementation and conducted QA to validate releases

Education

General Assembly - UX Design Certificate

Hunter College - Web Design Certificate

Ohio Wesleyan University - BA, Art & Painting

Skills

Product & UX

User Flows • Wireframing • Prototyping • Interaction Design • Design Systems • Information Architecture • User Research • Responsive Design

Tools

Figma • FigJam • Miro • Adobe Creative Suite • Jira • Confluence • CMS • Maze • Userlytics • Teams • Microsoft Office Suite • Zendesk • Tessitura • Wincas • Filemaker Pro • CMS Platforms

User Research

Usability Testing • Heuristic Evaluation • Mixed-Methods Research • Mixed-Methods Research
Maze Userlytics • TestFlight • Card Sorting • Research Operations • Accessibility (WCAG 2.1 AA) • Research Operations lead