

John "Mo" Morales

www.JEricMorales.com • LinkedIn: John "Mo" Morales



SUMMARY

Award-winning UX Leader in steering innovative product design and user experience strategies across diverse industries, including enterprise software, digital and physical products, and emerging technologies. Expert in advancing user-centered design practices, digital transformation, and leading high-performance design teams to deliver solutions that achieve desired business value.

HIGHLIGHTS

- End-to-End product development leadership.
- Expertise in user research, information architecture, wireframing, and prototyping.
- Mastery of Design Thinking, Agile/Scrum methodologies, and user-centric design.
- Ideation workshops, brainstorming sessions, mapping exercises, and technical flows.
- Highly proficient in Adobe Creative Suite, Figma, and Miro.
- Strong leadership in cross-functional team building and design strategy.
- Executive and stakeholder presentation design and delivery.
- Certified AI/ML product designer (MIT) and UX management (Norman Nielson Group).

EXPERIENCE

Mis En Place, Los Angeles, CA

Head of Design (part-time consulting contract)

June 2023 - present

- Setting design direction and formalizing organization-wide design practice.
- Establishing DesignOps and working with our Heads of Product and Engineering to bring contemporary best-practices to digital product development.
- Partnering with the Data Science team to advance user interface design that supports the transformative impact of AI/ML-powered tools, analysis, automation.

FINRA (Financial Industry Regulatory Authority), Washington, D.C.

Principal Product Designer & Team Lead

January 2022 - April 2023

- Led a team of seven designers in revolutionizing FINRA's digital surveillance tools, establishing a modular design framework and composable architecture principles.
- Designed the organization's next-gen user dashboards for market-data analysis tools, turning raw data into actionable insights enhancing regulatory capabilities and data visualization of complex financial instruments such as crypto and CBDC.
- Unified product development efforts across multiple organizational verticals, significantly advancing FINRA's UX maturity and product innovation practices.

Schneider Electric, Boston, Massachusetts

Sr. Product Design Manager / UX Principal & Team Lead

December 2019 - November 2021

- Transformed Schneider Electric's product design process by embedding user-centered design practices for enterprise software and IIoT applications.
- Spearheaded the design and strategy for modularized SaaS platforms, leveraging AI dan ML to advance energy management system capability for critical infrastructures.
- Influenced the advancement of Schneider Electric's award-winning Design System, integrating AR/VR and voice technologies to future-proof software solutions.

Publicis Sapient, Boston, Massachusetts

Sr. Manager of Experience Innovation

July 2014 - September 2018

- Established and led an Experience Innovation service centered on a prototyping studio that became a global franchise.
- Delivering AR/VR, voice, and IoT solutions for under-served audiences, such as hearing impaired, hospitalized children, and new home buyers.

Nike Innovation (Preferred Contractor), Portland, Oregon

Sr. Designer, Research & Development

January 1998 - June 2014

- Executed over 240 projects, driving innovation across Nike, Jordan, and Converse through multi-sensory design concepts and leading creative direction for sports and lifestyle products and campaigns.

EDUCATION

Master of Applied Design, Cum Laude, Pacific Northwest College of Art, Portland, Oregon

Bachelor of Science, Summa Cum Laude, Portland State University, Portland, Oregon

Associate of Science, Summa Cum Laude, Community College of the Air Force

CERTIFICATIONS

MIT Certified: Designing AI Products and Services, 2023

NNG Certified: UX Management, Norman Neilson Group, 2020

MILITARY SERVICE

Honorably Discharged, U.S. Air Force (Staff Sergeant – E5), recognized for technical excellence and leadership in avionics and flight control systems.