

Morgan Princiotta

*Morgan Princiotta is
an experienced product
designer in the greater
Philadelphia area*

TAKE A PEAK

Princiottaportfolio.com

LET'S CHAT

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NEW YORK UNIVERSITY

User Experience Design
Diploma Program

MONTCLAIR STATE UNIVERSITY

B.A Communication and Media Arts
Double minor in Business and Writing
ΑΠΗ National Communication Honor Society

SENIOR UX PRODUCT DESIGNER, VISTAPRINT BOSTON, MA (100% REMOTE) / MAR 2022 - PRESENT

- Conceptualized a functional product merging plan with extensive workshops, audited deliverables, moderated studies and wireframes with a presentation.
- Constructed a full spectrum hub for consumers looking for design resources that showcased their needs into a custom decision path.
- Lead design and structure for the gallery team tile rework that a/b tested in the 99% significance rate and generated 2.8M in revenue over the course of 1 month.
- Conducted in-person and online user studies to validate design decisions. This includes: usability testing, card sorting, surveys, strong competitive analysis, and synthesizing data to better understand customer wants, needs and pain points.

UX PRODUCT DESIGNER, IKEA CONSHOHOCKEN, PA / SEP 2020 - MAR 2022

- Launched a major navigational Marketplace for IKEA's homewares that increased add to cart rate, average order values and online awareness.
- Designed and delivered a geolocation integration globally for customers to tailor their shopping experience by using their location. This feature increased IKEA's happy customer score and decreased non value added calls.
- Collaborated with multiple product and engineering teams to deliver end-to-end design solutions in a variety of areas such as: homepage restructure, user facing and internal customer service tools, geolocation integration, internal and external partnerships, and, desktop and mobile landing page creation.
- Contributed to a scalable design framework that enables editorial teams the flexibility to create a variety of content modals, while simplifying the development process.

UI/UX DESIGNER, XTRACHEF PHILADELPHIA, PA / SEP 2018 - AUG 2020

- Conducted research with users, businesses, and stakeholders in understanding requirements, analyze and propose creative solutions to improve the current product.
- Standardized style guides while implementing a new look and feel throughout xtraCHEF's current product.