

## CONTACT

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## QUALIFICATIONS

### Hard Skills

UX/UI Design, Product Design, Design Systems, Content Strategy, Information Architecture, AI-Powered Research & Ideation

### Soft Skills

Strategic Problem Solving, Design Thinking, Journey Mapping, Rapid Prototyping, User Research, Heuristic Evaluation, Cross Functional Collaboration, Accessibility, Agile Environments

### Tools

- Figma / Figma Make
- Sketch
- MidJourney
- V0/Vercel / Cursor
- ChatGPT /Claude /Gemini
- Whiteboarding
- Adobe Suite
- Omnigraffle, Balsamiq
- Jira, Wrike, Miro, Notion, Slack

### Technical

AI Prompt Engineering, HTML, CSS, JavaScript

### Education

San Francisco State University  
BFA: Conceptual Design

### Internship

Industrial Light and Magic

## VICKI MORAWIETZ SENIOR UX/PRODUCT DESIGNER

## PROFESSIONAL SUMMARY

I'm a senior designer who ships end-to-end features from concept to production, partnering closely with engineering to prototype quickly and iterate through build. My background is enterprise products and workflow tools where interaction details, edge cases, and trust matter. I integrate AI throughout my process to accelerate exploration and prototyping, and I've designed AI-assisted flows featuring guardrails including prompt structure, latency states, error handling, as well as human fallback so the experience stays dependable.

## EXPERIENCE

### Independent Product Design Consultant | CA

Senior Product Designer | UX/AX, Enterprise & Product Experiments  
11/2022 – Present

- Built MagpieKey, a recruiter-focused Chrome extension (live MVP) that saves and auto-fills portfolio passwords; next: ATS/API pull-in and MCP-based tool connections with OAuth and clear action logs.
- Designed AI-assisted flows with guardrails: prompt structure, latency states, error handling, and human fallback.
- Built mobile-first products: All Reviews (AI review aggregator) and MakerPilot (inventory PWA for Etsy sellers), iterating to improve clarity, speed perception, and accessibility.

### Apple through Amp Agency | CA (Remote)

Senior UX Designer 05/2021 – 11/2022

- Managed multiple concurrent design requests by scoping, prioritizing, and sequencing work with PM and engineering while maintaining consistent UI quality and on-time handoffs.
- Led structured design reviews with a 90% proposal approval rate and reduced iteration cycles by ~25%.
- Built and maintained a cross-functional design system for internal support tools, cutting redundant UI patterns by 60% and improving consistency across teams.
- Mentored designers, reinforcing best practices and fostering a cohesive user experience.

### Wells Fargo | CA (Remote)

Senior Product Designer 06/2020 – 05/2021

- Led migration of Small Business Banker workflows into Salesforce CRM components, targeting a 15–20% reduction in user-reported errors and a 20–25% lift in system efficiency.
- Ran iterative research and prototyping to improve ease of use, averaging 4.25/5 in study feedback.
- Designed custom CRM enhancements to facilitate a company-wide transition to Salesforce, refining usability, optimizing workflows, and ensuring integration into existing systems.

## **Walmart Labs | San Bruno, CA**

Senior UX Designer 09/2019 – 03/2020

- Conducted research to support the development of Walmart Fulfillment Services (WFS). Collaborated with project leads, PMs, and other researchers to define user engagement and support development goals.
- Identified strategic opportunities through a comprehensive competitive analysis, delivering research-backed insights that informed early UX decisions, product positioning, and experience improvements ahead of beta launch.
- Maintained and designed the WFS atomic design system, ensuring consistency and scalability, as requirements evolved during the beta phase to be integrated into the existing seller platform.

## **Riverbed | San Francisco, CA**

Senior UX Designer 04/2014 – 10/2014 and 10/2016 – 09/2018

- Created the UI for SteelConnect's rebranding initiative, standardizing and creating custom components. Improved developer ramp-up speed by 30% by delivering a scalable design system with comprehensive and easy-to-implement guidelines.
- Applied UX methodologies and user research to design clear, responsive interfaces for SteelConnect Manager (SCM) and Xirrus applications, resulting in a 30% improvement in user satisfaction for SCM and a 25% reduction in onboarding time.
- Conducted user research and interviews, and created wireframes, mockups, and prototypes as part of a strategic UX initiative for the SCM mobile companion app. Refined information architecture, interaction design, and UI to align with mobile use cases, streamlining key flows, simplifying navigation patterns, and increasing engagement.

## **Little Mendelson | San Francisco, CA**

Senior Product Designer 10/2014 – 10/2016

- Collaborated with developers and PMs to design and build the Virtual Binder Attorney Legal Management System, enhancing attorneys' ability to manage cases, organize tasks, and communicate effectively within client-centered litigation.
- Increased efficiency by 15–20% and reduced task completion times by 20–25% by optimizing interactions and the legal management experience for attorneys.
- Introduced and documented a UI design system for Virtual Binder, strengthening visual consistency and ensuring smoother design-to-dev handoff. Resulted in a 40% increase in compliance across teams.
- Enabled faster onboarding for new users by building efficient UI flows and embedding helpful interactions into the app experience.