CONTACT

linkedin.com/in/vickimorawietz

vamdesign.com
Passcode:"vamdesign"

QUALIFICATIONS

Hard Skills

UX/UI Design, Product Design, Design Systems, Content Strategy, Information Architecture, AI-Assisted Design & Prototyping

Soft Skills

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

Tools

- Figma
- Sketch
- MidJourney
- V0/Vercel
- ChatGPT
- White-boarding
- 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 DESIGNER

PROFESSIONAL SUMMARY

I have driven the success of B2B, B2C, SaaS, and enterprise applications through user advocacy, problem-solving, data visualization, and design system leadership. Specializing in translating legacy platforms into modern, scalable experiences, I bring a proven record of boosting retention, reducing errors, and increasing product value. My work is grounded in strategic research and holistic analysis, enabling me to design intuitive solutions that align business goals with real user needs. Through close collaboration and thoughtful execution, I deliver UX that is not only seamless but measurable in its impact.

EXPERIENCE

Self Employed | CA

Business owner – VAM Pottery 11/2022 – Present

Designed and handcrafted unique ceramic pieces for people and pets.

- Maintained a 100% five-star rating on Etsy through exceptional customer service, contributing to a 115.7% revenue increase from 2023 to 2024 and a 597.1% increase since 2022 by leveraging online advertising and digital marketing strategies.
- Expanded brand visibility and increased customer base by approximately 40% through active participation in art fairs, markets, and pop-up events. Strengthened digital presence by growing social media engagement to enhance brand awareness and attract new customers.
- Leveraged UX and business strategy expertise to optimize operations, enhance customer engagement, and drive revenue growth, applying research, design thinking, and data-driven decision-making to sustain a successful creative business.

Apple through Amp Agency | CA (Remote)

Senior UX Designer 05/2021 – 11/2022

- Significantly optimized user productivity by collaborating with Apple team leads and Amp project managers to enhance internal customer service software applications. Focused on refining components, reducing friction points, and improving task efficiency based on observed user behaviors and feedback.
- Achieved a 90% approval rate on design proposals, leading structured design reviews that reduced iteration cycles by 25%. Secured stakeholder and engineering buy-in, aligning UX enhancements with business objectives for seamless implementation.
- Drove operational improvements through in-depth user research, behavioral analysis, and trend monitoring. Provided data-driven recommendations aligning internal KPIs (task completion, error rate, adaptation) with broader engagement metrics such as retention, repeat purchase, and customer satisfaction.
- Developed and maintained a scalable design system, achieving a 70% adoption rate across teams and reducing design inconsistencies by 60%. Provided mentorship to designers, reinforcing best practices and fostering a cohesive user experience.

Wells Fargo | CA (Remote)

Senior Product Designer 6/2020 – 5/2021

- Led the UX design for transitioning legacy small business vertical into Salesforce CRM components. Defined KPI targets for a projected 15–20% reduction in user-reported errors and a 20–25% improvement in system efficiency.
- Achieved an average feedback score of 4.25/5 for ease of use by collaborating with team leads, project managers, and strategists to provide actionable feedback and develop prototypes for interactive user research, ensuring a user-friendly interface.
- Designed CRM enhancements to facilitate a company-wide transition to Salesforce, refining usability, optimizing workflows, and ensuring integration into existing systems.
- Conducted journey mapping to identify customer pain points and set KPI-driven objectives to improve task efficiency by 10–20%, optimize click pathways, and enhance user satisfaction.

Walmart Labs | San Bruno, CA

Senior UX Designer 9/2019 – 3/2020

- Conducted extensive research to support the development of Walmart Fulfillment Services (WFS), integrating it into the existing seller platform. Collaborated with project leads, PMs, and other researchers to define user engagement and support reduction goals.
- Identified 12 key gaps and opportunities for strategic development through a comprehensive comparative analysis of competitor software, informing discussions on product positioning and enhancements.
- Provided research-driven insights that shaped early UX decisions, informing potential improvements in user satisfaction and overall experience ahead of beta launch.
- Designed and maintained the WFS atomic design system, ensuring consistency and scalability, as requirements evolved during the beta phase.

Riverbed | San Francisco, CA

Senior UX Designer 4/2014 – 10/2014 and 10/2016 – 9/2018

- Reduced design inconsistencies by approximately 40%, cut development time for new features by 25%, and improved new team onboarding efficiency by 30% by conceiving and developing a design system for the Steel Connect rebranding, driving adoption of standardized UI components.
- Applied comprehensive UX methodologies and user research to design intuitive interfaces and optimize navigation for SteelConnect Manager (SCM) and Xirrus applications.
- Conducted user research and interviews to refine SCM mobile app information architecture, interaction design, and UI elements, aligning with user needs to enhance task efficiency, navigation, and feature adoption.
- Improved user satisfaction scores by 30% and accelerated onboarding time for new users by 25% by designing a responsive, user-centric UI for Riverbed's SteelHead application. Led the creation of a comprehensive design system for data visualizations, reducing inconsistencies by 60% and cutting new page development time by 35%.

Littler Mendelson | San Francisco, CA

Senior Product Designer 10/2014 – 10/2016

- Collaborated with developers and project managers to design and build the Virtual Binder Attorney Legal Management System, a core component of Littler's CaseSmart platform, along with its iOS companion app, creating an intuitive solution for attorneys to manage cases easily across devices.
- Increased efficiency by 15–20% and reduced task completion times by 20–25% by optimizing interactions and the legal management experience for attorneys.
- Reduced design inconsistencies by 40% by working cross-functionally with developers and stakeholders to implement style guides and UI libraries, ensuring a consistent design system.
- Improved user task success rates by 25–30% and reduced onboarding time for new users by 20% by resolving complex interface challenges through wireframes, prototypes, and high-fidelity mockups, enhancing usability and overall satisfaction.