QUINTON MORAN

UX Designer | Enterprise Platforms | Research-Driven Product Design

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SUMMARY

UX Designer specializing in enterprise platforms & research-driven product design. Experienced in translating complex product requirements into implementation-ready solutions through mixed-method research, interaction design, & close partnership with engineering teams. Proven track record delivering large-scale B2B platform redesigns, design systems, & decision-support tools in regulated enterprise environments.

EXPERIENCE

QM Design
User Experience Designer - Digital Experiences & Implementation
Phoenix, AZ (Remote) | Jan 2018 - Present

- Design & optimize customer-facing websites for small businesses; apply UX improvements & SEO optimization informed by analytics, increasing organic traffic by ~30% and bookings & lead conversions by ~18% across a portfolio of client websites.
- Manage ongoing design, implementation, hosting, and content updates for a portfolio of client websites; maintain usability, performance, and SEO health while supporting continuous improvements.

onsemi
Lead User Experience Researcher - Enterprise Research Ops & Design Systems
Scottsdale, AZ (Remote) | Mar 2022 - Mar 2023

- Owned annual enterprise research roadmap across digital platforms, aligning research initiatives to product strategy & roadmap dependencies; improved prioritization discipline & reduced reactive research.
- Established UserTesting as enterprise research platform, integrating behavioral analytics (Google Analytics, Crazy Egg) into a shared operating model; defined guardrails, templates, & review patterns enabling departments across the organization to independently conduct research studies, scaled research coverage & improved cross-platform comparability while preserving methodological quality.
- Led continued evolution of design system, translating research insights into improved design system standards & platform pattern decisions across Design & offshore UX & Development; reinforced consistent interaction models, reduced one-off UI exceptions, & improved cross-product cohesion across digital platforms.
- Conducted generative research evaluating conversational automation for support & product discovery; defined information retrieval behaviors, conversational logic, & escalation criteria; identified trust & accuracy risks that appropriately constrained automation scope in complex enterprise contexts.

onsemi
User Experience Designer - Enterprise Platforms & Research Ops
Phoenix, AZ (Remote) | Jun 2020 - Mar 2022

- Led end-to-end global ecosystem redesign & company rebrand for complex, specification-heavy enterprise platform under executive-mandated 8-month timeline; applied research insights & usage data to constrain scope to conversion-critical paths, preserved delivery feasibility under deadline; re-architected legacy IA & established a proprietary design system, delivering a mobile-responsive framework supporting a 10,000+ product catalog; owned user acceptance testing in partnership with technical domain engineers, mitigated launch risk by validating critical user flows prior to single-day global launch
- Led re-architecture of the enterprise-scale Parametric Product Selection (PRT+) decision support system; redesigned filtering logic, comparison frameworks, & reusable selection workflows for complex technical products; reduced technical engineer evaluation time by ~18% & selection errors by ~12% through pre/post task-based evaluation studies
- Led redesign of the B2B Purchase Journey and MyON authenticated customer portal, consolidated fragmented legacy workflows, reduced onboarding friction, enabled customizable experiences for distinct archetypes, introduced value-gated PRT+ capabilities to incentivize registration; increased portal adoption by ~21% & qualified lead generation by ~12%.

- Established formal Research Ops & Lean UX model, embedding mixed-method research- including generative & evaluative studies into delivery; improved prioritization & reduced decision ambiguity.

- Owned design-to-build delivery for enterprise platform initiatives in partnership with offshore development; defined acceptance criteria, reviewed builds for design fidelity, & drove iteration to close in Jira; reduced rework risk & improved release readiness.

- Owned front-end implementation for marketing & content-driven pages during a staffing gap; established implementation standards and review loops, onboarded a junior developer, and preserved design continuity across releases.

Arizona State University UX Lab
User Experience Designer - Enterprise Platforms & Interaction Design
Mesa, AZ (Hybrid) | Aug 2018 - Nov 2019

- Contributed to the end-to-end design of an enterprise research survey platform for Arizona State University; conducted discovery research to define requirements & user workflows, designed interaction flows & prototypes for survey creation & data-collection tools; delivered design specifications to engineering for platform implementation.

- Redesigned retail POS interaction workflows for Starbucks; conducted in-store field research & staff interviews across multiple store formats & markets, identified operational friction; translated findings into interaction flows & usability recommendations, presented to Starbucks product and operations teams.

- Redesigned passenger check-in and self-service workflows for Phoenix-Mesa Gateway Airport; conducted observational field research and task analysis with airport staff & passengers, identified service friction & operational inefficiencies; translated findings into interaction flows, presented to airport Passenger Experience team.

EDUCATION

Arizona State University, M.S., **Graphic Information Technology (User Experience & HCI Focus)**, 2019

Arizona State University, B.S., **Graphic Information Technology**, 2018

CORE SKILLS

Product Design

Enterprise UX, B2B Platforms, Design Systems, User-Centered Design (UCD), Interaction Design, Information Architecture, User Flows, Journey Mapping, Responsive Design, Wireframing, Prototyping, High-Fidelity UI Design, Mockups, Interaction Flows, Design Documentation

UX Research & Validation

User Research, Research Operations (Research Ops), Mixed-Methods Research, Generative Research, Evaluative Research, Usability Testing, Field Research, User Interviews, Surveys, Task Analysis, Card Sorting, Heuristic Evaluation

Experimentation & Analytics

A/B Testing, Funnel Analysis, Conversion Metrics, UX Metrics, Heatmaps, User Behavior Analytics, Behavioral Insights, Conversion Optimization, SEO

Product Delivery & User Acceptance Testing

Agile Product Development, Lean UX, Cross-Functional Collaboration, Stakeholder Management, Design-to-Development Handoff, Acceptance Criteria Definition, Design QA, User Acceptance Testing (UAT)

Accessibility & Standards

Digital Accessibility, Accessibility Testing, WCAG 2.2, Enterprise UX Standards

Tools & Platforms

Figma, Adobe XD, UserTesting, Miro, Jira, Workfront, Google Analytics, Crazy Egg, Adobe Photoshop, Adobe Illustrator, Wordpress

Front-End Interface Design & Implementation

HTML, CSS, JavaScript, Bootstrap, CMS Platforms, Responsive Web Development