Justin Moran

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SUMMARY

UI/UX designer who takes products from user research to Figma prototypes to shipped, developer-ready interfaces. Designed a consumer health app and clinician dashboard used by 10K+ people daily across 200+ clinics, grounded in interviews with 229+ clinicians and 200+ consumers. Builds scalable Figma design systems, designs to WCAG accessibility standards, and, as a Computer Science graduate, speaks the language of engineers in React and TypeScript so the build matches the design.

EDUCATION

Iowa State University **Ames, Iowa**
Bachelor of Science in Computer Science, Minor in User Experience Design *May 2026*
Relevant Coursework: Introduction to UX Design, Design Research Methods, Human Factors: User Experience Design, UX Architecture and Testing, Rhetorical Website Design, Senior Design (Lockheed Martin Sponsor)

EXPERIENCE

Pippa LLC (Consumer Healthtech Startup) **Gurnee, IL**
UI/UX Design Intern *May 2026 - August 2026*
- Designed a patient app and clinician dashboard used by 10K+ daily active users across 200+ clinics, moving from wireframes to interactive Figma prototypes to polished, developer-ready interfaces for web, iOS, and Android
- Ran discovery interviews with 229+ clinicians and patients, then turned findings into journey maps, user flows, and visibility rules for three audiences: patients, clinicians, and families
- Wrote the experience rules before the screens (no calorie counts, no red failure states, streaks with rest days), and designed a gamified pixel-art room and virtual pet that celebrates care instead of punishing a missed day
- Turned meal logging into one action: a photo read by a computer vision model, a typed note, or a voice note all count, so one late photo never breaks a user's habit
- Built a Figma component library with Auto Layout, variables, and component properties that kept rosters, charts, consent flows, and messaging consistent, then ran usability tests and reviewed React builds against specs

WIND Marketing **Chicago, IL**
Web Design Intern *May 2025 - August 2025*
- Designed responsive client websites inside each brand's guidelines from wireframe to launch, presenting concepts and revising from feedback across 10+ campaigns that reached 17M+ views with 98% client satisfaction
- Designed the agency site with type-led hierarchy, one accent color, two ranked calls to action, and proof above services

W.R. Berkley Corporation (Fortune 500 Insurer) **Urbandale, Iowa**
Software Engineer Intern *May 2025 - August 2025*
- Shadowed underwriting staff to audit the internal web apps they used daily, mapped repeated manual steps, and redesigned the workflow into automated screens, saving 4,500+ hours a year

SupperSquad **Remote**
Product Design Intern *May 2024 - August 2024*
- Interviewed 200+ people about group dining with food allergies, synthesized the findings into a journey map, and designed the flow inside iMessage where groups already decide: shared restrictions, a short safe list, a vote, and a booking
- Required verified menus on the restaurant side, because trust is the product when a wrong answer can hurt someone

PROJECTS

Simulation Evaluation Dashboard (Senior Design, Lockheed Martin Sponsor) *Figma, React*
- Translated defense sponsor requirements into a dashboard showing 9 scoring dimensions at a glance, iterating through 5 design rounds and presenting each round to the sponsor on a 4-person team

Neighborhood Finance Corporation (nfc.how): Nonprofit Client *Figma, JavaScript, Leaflet*
- Led a team of 4 designing a keyboard-accessible loan-eligibility map where color is the program, plus an editing flow non-technical staff use on their own, saving the client $100,000+ a year

HerdRight (herdright.com): E-Commerce Marketplace, Acquired December 2025 *Figma, React, Stripe*
- Designed a browse grid where each card leads with the animal and its price, and a listing flow with up to 8 reorderable photos or videos, for a marketplace of 30K+ buyers and sellers

justinpmoran.com: Design Portfolio and Design System *Figma, React, CSS*
- Designed one library of reusable components that renders 7 audience-specific sites, with WCAG-minded contrast, visible focus states, ARIA labels, and reduced-motion support, plus 6 case studies from problem to final interface

SKILLS

- **Design:** Figma (Auto Layout, variables, component properties, prototyping, shared libraries), user flows, wireframes, design systems, information architecture, interaction design, visual design, typography, motion and micro-interactions
- **Research & Accessibility:** User interviews, usability testing, journey mapping, feedback synthesis, WCAG, Section 508, accessible contrast, keyboard navigation
- **Front-End & Tools:** React, Next.js, TypeScript, HTML, CSS, Tailwind, SwiftUI, Jetpack Compose, Adobe Creative Cloud, Canva, Jira, Git, developer handoff