
Morgan White

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EXPERIENCE

UX/UI Designer MW Studio

Chicago, IL
07/2017 - 03/2025

- Designed, developed, and optimized client websites incorporating UX/UI best practices to create intuitive and engaging user experiences, while providing comprehensive training on site maintenance and content management for new businesses
- Exhibited exceptional problem-solving skills by integrating industry trends, coordinating complex project requirements, and addressing unique client needs, while staying current with innovative solutions and conducting thorough location scouting and equipment management for both studio and on-location shoots.
- Utilized InDesign, Illustrator, and Photoshop to create high-quality visual content, streamlining the editing process and improving project turnaround time
- Engaged with users and stakeholders to gather insights on user needs, translating feedback into actionable design improvements that significantly boosted customer engagement.

Content Creator Pack Hacker

Detroit, MI
09/2023 - 02/2025

- Developed and maintained SEO-optimized website content management systems using WordPress, while driving content strategy through innovative ideas and compelling pitches to the editorial team
- Conducted comprehensive gear testing and authored detailed reviews, collaborating on 80+ video reviews that led to consistent growth in YouTube subscribers and expanded the brand's online presence
- Consistently delivered high-quality work ahead of or on schedule, ensuring seamless project flow, client satisfaction, and efficient content production across multiple platforms
- Consistently delivered high-quality work under tight deadlines while managing multiple projects, ensuring seamless project flow and client satisfaction

Photographer MW Studio

Chicago, IL
07/2017 - 02/2025

- Demonstrated expertise across diverse photography genres, including portraiture, product, lifestyle, and event photography, while utilizing advanced deliver high-quality images that exceeded client expectations
- Utilized advanced photography techniques and cutting-edge editing software (Adobe Creative Cloud, CaptureOne, CapCut, tc.)

Content Creator/Photographer Achatz Handmade Pie Co.

Troy, MI
10/2023 - 02/2024

- Coordinated and executed product/lifestyle photo/video shoots for marketing assets, social media, and promotional materials
- Managed internal teams and third-party photo/video shoots, leading content creation efforts using various camera types
- Created compelling content across channels adhering to brand strategies, collaborating with creative team and art director
- Collaborated with creative team to analyze market trends and customer feedback, leading to enhanced creative assets and higher audience engagement across platforms (3K+ monthly visitors)

RECOGNITIONS

Executive Commendation

Clarity Brain & Body Clinic

Global Presenter

Pack Hacker

Financial Bonus

Josh's Frogs

Client Acknowledgement

MW Studio

Published Author

Pack Hacker & The Daily Meal

LANGUAGES

Spanish

Advanced

Japanese

Conversational

EDUCATION

Bachelor's Degree in Advertising

University of Illinois Urbana-Champaign
Urbana-Champaign, IL
01/2012 - 01/2016

One-Year Exchange Program in Japanese

Waseda University
Shinjuku, Tokyo, Japan
09/2014 - 09/2015

Designlab's UX Academy in UX/UI Design

Designlab
09/2022 - 06/2023

SKILLS

Brainstorm, Client Relations, Collaborative, Creativity, Documentation, Presentation Skills

Content Creation: Color Correction, Content Development, Content Management, Copywriter, Creative Concept, Digital Asset Management, Photography, Presentations, Storytelling, Writing

Visual Designer & Marketing Manager
Advanced Laser Aesthetics, LLC

Chicago, IL
06/2018 - 11/2023

- Led the development and execution of integrated digital marketing campaigns, collaborating with cross-functional teams to support strategic initiatives, drive brand awareness, and increase client acquisition and retention
- Designed and managed website's content, information architecture, and search engine optimization (SEO), resulting in an increase in user retention through an enhanced, visually appealing user experience and consistently updated information
- Optimized multi-channel initiatives by spearheading collaboration with agency partners, enhancing communication across departments to align with business needs and achieve marketing objectives
- Leveraged market research insights to develop and execute impactful marketing campaigns, presenting strategic concepts to staff and stakeholders, resulting in aligned objectives and successful project execution
- Strategically designed, curated, and orchestrated engaging social media content across multiple platforms, resulting in a 20% increase in audience engagement and a 10% growth in follower base
- Designed and scheduled engaging emails, email flows, and marketing campaigns, based on personalization and segmentations throughout the customer lifecycle
- Demonstrated expertise in maintaining brand consistency across platforms while implementing innovative design solutions to elevate brand presence and design standards

Graphic Designer & Marketing Coordinator
In-Home Physicians

Chicago, IL, USA
01/2019 - 11/2023

- Spearheaded social media strategy and content creation across multiple platforms, increasing brand engagement and managing customer inquiries
- Led comprehensive digital marketing strategy resulting in an increase in social media engagement and 25% growth in target audience through specific marketing strategy campaigns and retention initiatives
- Developed and managed marketing funnels generating qualified leads, implementing automated workflows and maintaining consistent brand messaging across all channels
- Conducted market research and presented strategic recommendations to stakeholders, ensuring alignment of marketing objectives with business goals

Product Photographer
Josh's Frogs

Owosso, MI
02/2020 - 04/2021

- Collaborated with multiple departments to photograph and showcase products, animals, and bugs, coordinating locations, lighting, and strategies for optimal representation
- Utilized videography and graphic design skills to support marketing goals across various platforms, including social media, email, and website
- Collaborated with cross-functional teams to align photographic and video content with business goals, ensuring timely completion of projects featuring a wide array of species and pet care products

Marketing Coordinator
American Society of Plastic Surgeons (ASPS)

Schaumburg, IL
10/2017 - 03/2018

- Supported the marketing and corporate communication channels by assisting in research projects, creative assignments, and drafting copy for upcoming events and relevant updates in the form of emails and postcards to members

Public Arts Coordinator (Interim)
The Urbana Arts & Culture Program

Urbana, IL
01/2016 - 07/2017

- Generated and presented comprehensive reports on digital marketing campaigns, including performance metrics, ROI analysis, and program plans, to diverse stakeholders such as the public, Public Arts Commission, City Council, and other boards/committees
- Facilitated connections between city officials, artists, and businesses to support and promote public arts projects

Design: Brand Identity , Creative Ideas, Creative Processes, Design Methods, Design Systems, Design Thinking, Experience Design, Graphic Design, Human - Computer Interaction, Ideating, Information Architecture, Insights, Library Management, Marketing Materials, Mood Boards, Prototyping, Research Tools, Secondary Research, Sketching, Storyboard, Style Guides, Time-Management, Typography, Usability Testing, User Feedback, User Flows, User Interface Design, User Journey, User Research, User Story, UX Design, Visual Arts, Visual Design, Visual Storytelling, Wireframe

Marketing: Art Direction, Creative Content, CRM, Digital Asset Management Tools, Marketing Objectives, Presentation Design, SEO, Social Media Platforms, Website Updates

Technical Skills: Adobe Creative Suite, Adobe Illustrator, Adobe Indesign, Adobe Lightroom, Adobe Photoshop, Agile, Canva, CapCut, Capture One, CSS, Davinci Resolve, Figma, HTML, Illustration, Jira, Microsoft Office Suite, Powerpoint, Premiere Pro, Studio Software, Video Editing Software, Wordpress