

CHUK MORAN

Product Designer

Experience

TruSTero
2024-present

Product Designer, Contract

TruSyft, Gose LLP
Accounting
2024

Freelance Product & Marketing Designer

- TruSyft: UX and marketing design for new B2B product
- Gose LLP: Marketing design for business-advisory CPA firm

TruSTero
Compliance Automation
2022-2024

Principal Product Designer

- Developed design system, features, and new product-led sales motion
- Wore many other hats, including product management, UX research (usage, analytics), technical writer, blogger, and marketing design

Valimail
Cybersecurity
2020-2022

Lead Product Designer

- Design: workflows, system maps, design system, wireframing for new product from concept to 100s of daily active users
- Product Management: discover, explore and champion viable, high-impact design changes
- Research: data science on usage (SQL), direct observation (Fullstory), interviews
- Writing: micro-copy writing and writing system, technical writing for knowledge base

Bloom, MakersPlace
Social Media, NFTs
2019-2020

Freelance UX Designer & Researcher

- Bloom Community: UI design for social media, focus on discussion threading and guest lists
- MakersPlace: Developed taxonomy and metadata for NFT marketplace, prototype (Python), validate with users

EVERFI
EdTech
2017-2019

Senior UX Researcher / Designer

- Design: workflows, system maps, pixel perfect designs for features, html email templates, Tableau data visualization
- Product Management: identify problems and spearhead response, demo, collect requirements and feedback
- Research: structured interviews, usage data with Python and Tableau, usability testing

Education

PhD, UC San Diego
User Experience Design Immersive, General Assembly

Tools

Design Tools

Figma, Sketch, Invision, Axure, Adobe CC, Flinto, Final Cut Pro, HTML, CSS, Javascript, JQuery

UX Research Tools

Fullstory, Hotjar, Mixpanel, Usertesting.com, SQL, Google Analytics