

HALEY MORRISON

PRODUCT DESIGNER | UX RESEARCH | EDTECH

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WORK EXPERIENCE

Flashlight Learning

UX Designer

October 2023-Current

- Lead end-to-end product design for assessment and reporting tools, using UX research with educators and students to improve outcomes
- Launched multiple teacher and admin dashboards showing benchmark data, Year-To-Date growth, and individual performance, replacing manual one-by-one review and unlocking smarter decision making for administrator accountability and teacher instruction
- Reduced microphone-related student errors from 16% to under 2% by improving silence detection and resolving edge cases
- Built and maintain a Figma design system, enabling consistency and faster collaboration across three engineering teams
- Partner with stakeholders and engineering teams to define requirements, deliver high-fidelity designs, and ensure strong communication and performance post-launch

Emmersion (acquired by IXL Learning)

Product Designer

June 2022 – May 2023

- Owned product and feature design from research through delivery for a language assessment platform
- Conducted user research to identify pain points and guide product decisions
- Improved core assessment flows to increase usability and engagement
- Reduced cheating by 41% through product changes that discouraged restarts
- Built and maintained a Figma design system while collaborating closely with product, engineering, and client success

Sunday Noon

Freelance

May 2021-Current

- Designed mobile UI for the You Pick app, focusing on simple, intuitive user flows
- Created wire-frames and high-fidelity designs in Figma to support rapid iteration
- Partnered with stakeholders to define features and align product decisions with user needs

EDUCATION

University of Utah

Masters of Architecture

University of Utah

Bachelors of
Architectural Studies

TOOLS

Figma

Sketch

Miro

Kanbanize

Jira

CORE SKILLS

Product Design

- End-to-end design
- Product discovery
- Wireframing to high-fidelity

UX Research

- User research
- Usability testing
- Insight-driven decisions

Execution & Impact

- Cross-functional alignment
- User stories
- Product requirements
- Measuring outcomes