

Joshua Morales

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UX/UI DESIGNER

Strategic UX/UI designer integrating a deep foundation in visual design with advanced user-centered strategies to craft user experiences that are as functional as they are engaging. Expert in responsive design principles, design system development, and workflow optimization to address diverse user needs. Known for transforming complex insights into intuitive, actionable design solutions, fostering cross-functional collaboration, and delivering high-quality intuitive, engaging solutions across web and mobile platforms that align with user goals and business objectives.

Expertise Includes: Mobile App & Web Design | Human-Centered Design | Wireframing & Prototyping | User Interface & Interaction Design | Accessibility Standard & 508 Compliant Design | Usability Testing | User Research & Analysis | Design Systems Development | Information Architecture | Agile Methodologies | User Flows & Journey Maps | Responsive/Mobile-First Design

PROFESSIONAL EXPERIENCE

Aretum, Remote

2025 – Present

Technology and digital services firm delivering user experience, accessibility, and modernization solutions for federal agencies.

UI/UX Designer | UX/UI Specialist

Contractor supporting the Library of Congress' (LOC) enterprise modernization initiatives across the U.S. Copyright Office and the National Library Service for the Blind and Print Disabled (NLS).

- Advanced the Copyright Division's Design System through creation of scalable tokens, responsive components, and accessibility-first UI patterns that unified enterprise products under Section 508 and WCAG 2.2 AA standards.
- Collaborated with the Library Accessibility and Design Teams to audit and improve component contrast ratios, keyboard navigation, and screen reader semantics across the shared design library.
- Defined UX architecture and backlog strategy for the NLS BARD modernization—aligning user stories, epics, and Agile sprint deliverables with stakeholder goals and modernization roadmap.
- Led UX research and accessibility evaluation of BARD Web and Mobile apps (iOS, Android, Fire OS), conducting heuristic reviews, usability tests, and patron interviews to surface barriers for blind and print-disabled users.
- Translated findings into personas, journey maps, user flows, and interactive Figma prototypes that informed the redesign of key features like the Talking Books Player and the Personalized Recommendations Engine.
- Partnered with the Patron Engagement and Product Management teams to validate research insights, improve discoverability, and enhance cross-platform accessibility consistency.
- Coordinated UX and development teams in Jira and GitHub, managing Agile Scrum boards and criteria, sprint reviews, and artifact handoffs that ensured traceable compliance and federal acceptance standards.
- Advocated inclusive design principles across LOC initiatives—bridging design system consistency, accessibility governance, and research-driven UX improvements into every project phase.

OneSpring, Atlanta, GA

2022 – 2025

Human-centered design consultancy specializing in creating innovative user experiences for government, nonprofit, and corporate clients.

UX/UI Designer

Collaborate with cross-functional teams to design and enhance user interfaces, prototypes, and interactive applications. Provide UX support across various projects, including user research, content strategy, and high-fidelity prototyping.

- Redesigned a federal website with a mobile-first, 508-compliant design system that improved accessibility navigation by 40% and reduced bounce rates.
- Led UX/UI design for a career-exploration native mobile app integrating AI-driven personalization through ChatGPT.
- Enhanced multi-app interfaces (card management and fuel locator platforms) through design-system refinements and usability testing, boosting navigation efficiency by 25%.
- Directed UX for an educational web app that reached 1.7 million users, applying responsive design, dynamic search, and personalization; contributed UX workflows for the FAA, aligning human-factors and machine-learning standards.

Morales Design, Chattanooga, TN**2014 – Present***Independent provider of digital design and user experience solutions for small businesses, nonprofits, and startups.*Design Consultant

Collaborated with diverse clients to design intuitive web interfaces. Sample of projects include:

- Website Design, Chris Conner Public Speaker/Author (2024)
- Custom Web & Streaming UI, Kelly Baskin, Voice Actor (2022)
- Website Design, TECHVII (2016 – 2017)
- Web Design & Support, Everstep Flooring (2014 – 2015)

The Salvation Army National Headquarters, Alexandria, VA**2019 – 2022***A global nonprofit dedicated to meeting human needs through programs in homelessness, addiction recovery, and disaster relief.*Lead Graphic Designer, Programs & Publications

Directed the design and production of national publications, leading a design team from concept through final publication.

- Increased special edition circulation by 30% and reduced delivery time by 20% through workflow automation.
- Recipient of two 2022 Evangelical Press Association design awards.

Arabia Foundation, Washington, DC**2019***Think tank focused on Middle Eastern policy US relations and research.*Graphic Designer

Redesigned the organization's website to improve navigation and engagement and created accessible branding and infographics that simplified complex policy research for wider public understanding.

The Federal Circuit Bar Association, Washington, DC**2017 – 2019***A professional association serving the U.S. Court of Appeals for the Federal Circuit community.*Publications & Webcast Coordinator

Managed digital publications, webcast programming, and web & mobile UI design to modernize member communications and event engagement, streamlining program engagement by 25%.

TECHVII, Dalton, GA,**2016 – 2017**Creative Director – Led branding and web design for IT clients.**H2B Creative, Dalton, GA,****2006 – 2016**Graphic Designer – Delivered branding and digital design solutions for regional clients.**EDUCATION****Bachelor of Arts, Double Major: Communication: Design and English: Writing**

The University of Tennessee at Chattanooga | 2015

TECHNICAL SKILLS

Mobile Application Development | Rapid Prototyping | Human-Centered Design | Design Systems Management | Interaction Design | Information Architecture | User Journey Mapping | User Research | Accessibility-First Design (508 Compliance) | Usability Testing | Heuristic Evaluations | Persona Development | Agile Design Processes | Wireframing | Storyboarding | UX Writing | Content Strategy | Visual Communication | Branding | Responsive Web Design

TOOLS

Figma | Adobe XD | Sketch | UXPin | InVision | Miro | Confluence | Jira | Notion | Zeplin | Drupal | Axure RP | Hotjar | Adobe Creative Suite (Photoshop, Illustrator, InDesign) | CSS/HTML | UsabilityHub | Optimal Workshop