

TONY JOE MORALES

CONTACT

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USER EXPERIENCE DESIGNER WITH A MULTIDISCIPLINARY BACKGROUND SPANNING COMPUTER SCIENCE, CYBERSECURITY, MUSIC, AND BUSINESS EDUCATION. I CRAFT ACCESSIBLE, INTUITIVE DIGITAL ECOSYSTEMS THROUGH CAREFULLY CRAFTED RESEARCH, INFORMATION ARCHITECTURE, AND PROTOTYPING. I'M LOOKING FOR A MID LEVEL USER EXPERIENCE DESIGN POSITION WHERE I CAN FOCUS ON DELIVERING MEASURABLE IMPACT THAT HELPS PEOPLE.

PORTFOLIO & PROFILE

- [linkedin.com/in/tonyjoemoraless/](https://www.linkedin.com/in/tonyjoemoraless/)
- <https://tonyjoe.net>

EDUCATION

JAN 2022

MASTER'S

USER EXPERIENCE
DESIGN | MARYLAND INSTITUTE
COLLEGE OF ART | BALTIMORE,
MD

JAN 2015

WORK HISTORY

COMPUTER SCIENCE/CYBERSECURITY INSTRUCTOR

LEANDER ISD | LEANDER, TX

AUG 2025 - CURRENT

- Implemented innovative teaching strategies aligned with curriculum standards to improve student participation and comprehension in diverse classrooms.
- Collaborated with colleagues to develop and refine instructional materials, fostering a cohesive teaching approach.
- Advocated for inclusive education practices, promoting accessibility and engagement for all learners in the school environment.
- Continuously pursued professional development opportunities such as workshops or conferences to stay current in educational trends.
- Organized extracurricular activities such as clubs or field trips that enriched students' learning experiences outside traditional classroom settings.
- Promoted digital literacy by integrating technology into curriculum.

USER EXPERIENCE DESIGNER

IDFIVE | BALTIMORE, MD

JUN 2022 - NOV 2024

- Created UX deliverables, including wireframes, personas, user journeys, content audits, and information architecture.



BACHELOR'S

EDUCATION | THE UNIVERSITY
OF TEXAS PAN-
AMERICAN | EDINBURG, TX

SKILLS

- USER RESEARCH
- DATA ANALYSIS
- WIREFRAMING
- PROTOTYPING
- CONTENT STRATEGY & UX WRITING
- RESPONSIVE DESIGN
- STAKEHOLDER INTERVIEWS
- UX DELIVERABLES
- HEURISTIC EVALUATION
- USABILITY TESTING
- AGILE METHODOLOGIES
- CROSS-FUNCTIONAL TEAM COLLABORATION
- DESIGN SYSTEM IMPLEMENTATION
- WCAG 2.1 (AA & AAA) COMPLIANCE

TOOLKIT

FIGMA

ADOBE XD

SKETCH

OPTIMAL WORKSHOP

MIRO

- Led project discovery research through competitive reviews, interviews, surveys, heuristic reviews, and GA analysis.
- Designed wireframes, prototypes, and optimized web experiences to drive user actions like RFI submissions, donations, and applications.
- Facilitated design thinking workshops, contributing to collaborative ideation and problem-solving.
- Built and managed a 300+ component design system in XD, and Figma to improve efficiency and consistency.
- Collaborated with cross-functional teams to align UX recommendations with user needs and stakeholder goals.
- Led user research initiatives to inform design decisions and enhance user satisfaction.

COMPUTER TECHNOLOGY TEACHER

PFLUGERVILLE ISD | PFLUGERVILLE, TX

AUG 2021 - MAY 2022

- Taught 3D CAD modeling using industry-standard software, introducing students to digital prototyping and spatial design.
- Led engineering coursework through Project Lead the Way, guiding students in problem-solving, prototyping, and real-world applications of STEM concepts.
- Instructed design principles across graphic design, UI/UX, and digital media, fostering creativity and technical skills.
- Developed and delivered lessons in technology applications, including Google Suite, Microsoft Office, coding fundamentals (HTML/CSS), and digital literacy.

FREELANCE UX STRATEGIST

TONY JOE DESIGN CO. | ROUND ROCK

JUL 2015 - DEC 2021

- Led UX strategy and design for higher education, nonprofits, and small businesses, driving user-centered solutions and enhancing usability.
- Designed and developed websites, dashboards, and mobile applications, improving accessibility and conversion rates for multiple clients simultaneously.
- Conducted user research, stakeholder interviews, and usability testing to reduce friction and navigation issues.
- Created curriculum websites and educational platforms, enhancing information retrieval for educators.
- Developed digital brand identities using UI best practices and marketing strategies.
- Optimized user flows and interaction design, reducing bounce rates and improving usability.
- Ensured WCAG AA & AAA accessibility compliance, making digital experiences inclusive for all users.

FINE ARTS DEPARTMENT HEAD

EDINBURG CISD | EDINBURG, TX

JUN 2015 - JUN 2021

- Enforced policy changes and streamlined department operations for efficiency.
- Fostered a positive work environment through teamwork, communication, and recognition.
- Mentored junior team members, supporting professional growth and success.
- Led curriculum design and digital strategy for a district-wide Fine Arts program across four 6A high schools.



TRELLO

GOOGLE ANALYTICS

NOTION

WORDPRESS

DRUPAL

JAVA

HTML/CSS

LINUX

TEACHING CERTIFICATIO N

- Technology Applications EC-12
- Business & Finance 6-12
- Music Education EC-12
- Apple Teacher Certified

- Created a centralized curriculum website, enhancing cross-campus collaboration and accessibility.
- Spearheaded department initiatives, interdisciplinary programs, and community partnerships.
- Mentored educators and 300+ students annually, achieving top regional and statewide competition results.

ACCOMPLISHMENTS

- **Rising Star**, idfive, 2023
- **Webby Award**, idfive, 2024

REFERENCES

Caitlyn Currey - Exec VP - idfive

caitlyn.currey@idfive.com

Andrew White - UX Design - State of Maryland

akwhite8@gmail.com

Andres Zapata - Founder - idfive

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