TONY JOE MORALES

PROFESSIONAL SUMMARY

Professional with a strong background in designing intuitive and engaging user experiences. Skilled in wireframing, prototyping, and user research, with focus on usability and accessibility. Highly collaborative team player, adaptable to changing project needs, and driven to deliver impactful results. Known for effective communication, problem-solving abilities, and user-centered design approach.

WORK HISTORY

Computer Science/Cybersecurity Instructor, 08/2025 to Current
Leander ISD - Leander, TX

- 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, 06/2022 to 11/2024
idfive - Baltimore, MD

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

CONTACT

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WEBSITES, PORTFOLIOS, PROFILES

- linkedin.com/in/tonyjoemorales/
- tonyjoe.net

EDUCATION

Master's, **User Experience Design**, **01/2022**
Maryland Institute College of Art - Baltimore, MD

Bachelor's, **Education**, **01/2015**
The University of Texas Pan-American - Edinburg, TX

REFERENCES

Caitlyn Currey - Exec VP - _idfive_
caitlyn.currey@idfive.com

Andrew White - UX Design Lead - _idfive_
akwhite8@gmail.com

Andres Zapata - Founder - _idfive_
andres.zapata@idfive.com

CERTIFICATIONS

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

Computer Technology Teacher, 08/2021 to 05/2022
Pflugerville Isd – Pflugerville, TX

- 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.

Founder – UX Strategist, 07/2015 to Current
Tony Joe Design Co. – Round Rock

- 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, 06/2015 to 06/2021
Edinburg CISD – Edinburg, TX

- 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.
- 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.

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
- Stakeholder Presentations
- WCAG 2.1 (AA & AAA) Compliance

ACCOMPLISHMENTS

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

SOFTWARE

Figma

Adobe XD

Sketch

Optimal Workshop

Hotjar

Miro

Trello

Google Analytics

Notion

Lottie

Spline