

JOHN E. MORTON

PRODUCT DESIGNER

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PROFILE

Using 20 years of leadership experience in logistics and manufacturing to pivot into a UX Product Design role.

INTERESTS

Creative writing, visual arts, video production, music performance, and financial literacy.

SKILLS

Figma
Adobe Creative Cloud
Photoshop
Illustrator
Premiere
After Effects
Jira
HTML
CSS
PHP

EDUCATION

Designlab UX Academy Online

Remote, 2022 - 2023

Northern Illinois University BFA INTERACTIVE ART

DeKalb, IL 2004

PROJECTS

Dwell Time Tracker

3M Pilot Project, 2019 - 2021

Service design project that saved \$3 million in payroll costs by finding and eliminating the primary sources of operator dwell time.

Discogs UI Redesign + Added Features

Independent Exercise, 2022

Conducted a heuristic audit, designed new UI, and added search features to keep users engaged with the platform longer. Conducted user interviews and competitive analysis to determine initial design. Carried out usability testing to iterate on visuals and user tasks before coming to a final design.

Catlin Park Trail Map

Freelance client, LaSalle County Parks, 2023

Used satellite imagery and GPS data to map 14 trails in order to update an outdated and inaccurate map. Used accessibility guidelines to make unique trail identifiers to ensure inclusive usability of color blind visitors.

WORK EXPERIENCE

3M - Distribution Center TRAINING LEAD

DeKalb, IL 2015 - 2022

- Designed and developed digital tools to increase the speed the repetitive tasks.
- Authored SOP updates to maintain ISO 9001 and OSHA standards, utilizing a strong sense of information hierarchy.
- Coached operators to meet a productivity level minimum of 90%.
- Facilitated cross-functional training of 100+ new operators, team leads, and incoming trainers.

SCOT Industries - SUPERVISOR

Sugar Grove, IL 2006 - 2015

- Reorganized 16,000 square feet for warehouse space to make room for new SKUs.
- Optimized G-Code to decrease cycle time and material waste to result in a 20% increase of production speed as well as extending tool life.