

QUINTON MORAN

Product Designer | Enterprise Platforms | Complex Systems

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SUMMARY

Product Designer focused on enterprise platforms, leading end-to-end product design and driving product direction through research and data. Experience re-architecting complex systems, improving decision-making workflows, and reducing user error in data-dense environments. Combines hands-on design with ownership of product decisions, translating user behavior, analytics, and usability insights into scalable interaction models and measurable business outcomes.

EXPERIENCE

QM Design

Product Designer - Web Products & Implementation

Phoenix, AZ (Remote) | Jan 2018 - Present

- Lead end-to-end design and optimization of customer-facing digital products for small businesses, using analytics and user behavior insights to identify friction and drive prioritized improvements; increased organic traffic by ~30% and bookings and lead conversions by ~18% across a portfolio of client platforms.
- Own product lifecycle across a portfolio of web-based products, managing design, implementation, and content updates while iterating on usability, performance, and SEO based on real usage data and conversion behavior.

onsemi

Senior Product Designer - Enterprise Platforms

Scottsdale, AZ (Remote) | Mar 2022 - Mar 2023

- Re-architected enterprise parametric product evaluation for 80,000+ product catalog into a decision-support system, identifying high-intent evaluation behavior and converting it into user identification; introduced gated, reusable filter workflows at key decision points, reducing evaluation time ~18% and selection errors ~12% while increasing qualified lead capture ~12% by connecting product discovery to user intent.
- Drove design and delivery for supporting systems within the enterprise decision-support platform, including interactive diagramming (IBD) and simulation-based product evaluation tools, integrating them into the broader product evaluation experience to enable deeper product evaluation; translated product decisions into build-ready specifications and partnered with engineering to deliver, reducing evaluation friction and increasing decision confidence.
- Owned the enterprise research roadmap across enterprise platforms, aligning research initiatives to product priorities and roadmap dependencies; improved prioritization discipline and reduced reactive research by embedding research into product decision-making.
- Directed system-level evolution of the enterprise design system, partnered with a junior UX designer to translate research into interaction standards and reusable patterns; collaborated with Digital Experience and off-shore engineering to drive consistency, reduce UI fragmentation, and improve cross-product cohesion.
- Scaled research operations by implementing UserTesting and integrating behavioral analytics (Google Analytics, Crazy Egg) into a shared operating model, defining guardrails, templates, and review patterns that enabled cross-functional teams to independently conduct studies while maintaining methodological quality.

onsemi

Product Designer - Enterprise Platforms

Phoenix, AZ (Remote) | Jun 2020 - Mar 2022

- Re-architected onsemi's global platform ecosystem as part of a company-wide rebrand under an executive-mandated 8-month timeline, restructuring information architecture and interaction models for a specification-heavy, data-dense product experience; applied research insights and usage data to prioritize conversion-critical workflows, delivering a scalable, mobile-responsive framework supporting an 80,000+ product catalog and validating critical user flows through UX-led UAT prior to a single-day global launch, laying the foundation for a scalable design system.
- Established the enterprise design system from the ground up, defining reusable components, interaction standards, and scalable patterns that enabled consistent product behavior across platform and content-driven experiences; reduced UI fragmentation, improved development efficiency, and supported long-term system evolution.

- Redesigned the authenticated customer portal (MyON) to better support the B2B evaluation-to-order pipeline, aligning the product experience with Customer Experience & Sales workflows; consolidated fragmented processes, reduced onboarding friction, and enabled customizable experiences; introduced value-gated capabilities tied to high-intent product exploration, increasing adoption ~21% and qualified lead generation ~12%.
- Led 0→1 development of an account-gated webinar engagement system within MyON, transforming event registration into a user identification funnel; aligned with Digital Experience and Marketing workflows and partnered with engineering to integrate profile completion, session selection, and persistent agenda tracking, capturing high-intent users earlier and increasing qualified lead generation.
- Integrated research operations into the product development lifecycle, embedding mixed-method research (generative and evaluative) into prioritization and design decisions; improved prioritization discipline and reduced decision ambiguity.
- Maintained product continuity across content-driven platform surfaces during a staffing gap, ensured consistency across Digital Experience workflows; onboarded a junior front-end developer and preserved design quality across releases.

Arizona State University UX Lab

User Experience Designer - Enterprise Platforms & Interaction Design

Mesa, AZ (Hybrid) | Aug 2018 - Nov 2019

- Contributed to the end-to-end design of an enterprise survey platform for Arizona State University, conducted discovery research to define requirements and user workflows; designed interaction flows & prototypes for survey creation and data-collection tools, and delivered design specifications to engineering for platform implementation.
- Redesigned retail POS interaction workflows for Starbucks, conducted in-store field research and staff interviews across multiple store formats & markets; identified operational friction and translated findings into improved interaction flows and usability recommendations, presented to product team at Starbucks TRYER Innovation Center.
- Redesigned passenger check-in and self-service workflows for Phoenix-Mesa Gateway Airport, conducted observational field research and task analysis with airport staff and passengers; identified service friction and translated findings into improved interaction flows, presented recommendations to airport Passenger Experience team.

EDUCATION

Arizona State University, M.S., **Graphic Information Technology (User Experience & HCI Focus)**, 2019

Arizona State University, B.S., **Graphic Information Technology**, 2018

CORE SKILLS

Product

Enterprise Platforms, Complex Systems, Design Systems, Interaction Design, User Journey Mapping, Wireframing, Prototyping, Mockups, User-Centered Design (UCD)

Research

Mixed-Methods Research, Usability Testing, User Interviews, Generative Research, Evaluative Research, Surveys, Card Sorting, Heuristic Evaluation

Experimentation & Analytics

A/B Testing, Funnel Analysis, Conversion Optimization, SEO

Delivery

Agile Product Development, Acceptance Criteria, User Acceptance Testing (UAT)

Tools & Platforms

Figma, Adobe XD, UserTesting, Miro, Jira, Workfront, Google Analytics, Crazy Egg, Photoshop, Illustrator, Indesign, Wordpress

Implementation

HTML, CSS, JavaScript, Bootstrap, CMS Platforms, Accessibility, WCAG 2.2, Responsive Web Development