

Morris Neer

1768 Sutter Street, San Diego, CA 92103 • (858) 699-6396 • morrisneer@gmail.com
www.neerd.com

OVERVIEW

I have the terrific job of turning customer pain points into opportunities for delight. I have a solid visual and information design foundation that helps me balance the business goals and objectives with my interaction design skills to create innovative, simple solutions that wow our customers. I am a great team player and my collaboration and design methodology skills help my product teams succeed.

SKILLS & TOOLS

Interaction design, information design, visual design, task and interaction flows, wireframes, rapid iterative prototyping in various fidelities, qualitative & A/B quantitative testing, iconography, presentation development and execution, competitive and heuristic evaluations.

Tools:

Photoshop, Illustrator, Dreamweaver InDesign. Word, PowerPoint, Visio, Omnigraffle Pro, Balsamiq Mockups, Justinmind Prototyper. Efficiency in HTML and CSS.

WORK EXPERIENCE

Staff Interaction Designer, Lead – Intuit Inc.

(08/2007 – Present)

Accounting Professionals Division (APD) team, responsible for end-to-end experiences and specialize in creating easy to use products. My goal is to delight customers in all aspects of their interaction with our solutions for the desktop, web and mobile. I do this by implementing design thinking principles to identify critical pain points and brainstorm solutions, conduct extensive rapid iteration prototyping with customer to produce successful workflows and UI. Interaction Design/UI Projects: Lacerte Tax, ProSeries Tax, Intuit Tax Online, QuickBooks Accounting, Practice Management. New Idea Creation and Brainstorming Projects: TurboTax, SnapTax and Payroll Solutions.

Senior Interaction Designer – Intuit Inc.

(01/2004 – 07/2007)

Lead visual, interaction, and information design on a wide variety of projects and initiatives that moved tax prep experience for our accountants to the digital age, resulting in increased net promoter, lower call volume and support costs, and quicker times to complete.

Visual Designer/User Researcher – Intuit Inc. (05/1995 – 12/2003)

Responsible for creating a positive customer experience through design and visual presentation. My duties involved conceptualizing and solving communication problems and designing solutions to make the user interactions as appealing, functional, engaging, effective and visually unified as possible. And to create a positive emotional connection between the customer and Intuit. Conducted research, usability testing, designed interfaces, created specifications documents for all of Intuit's flagship products.

EDUCATION & AFFILIATIONS

B.A. (Visual Technologies) Bowling Green State University, 1990

UCSD Extensions Certificates: Web Design, Human Computer Interaction

Affiliations: Usability Professionals Association (UPA), ACM Special Interest Group on Computer-Human Interaction (SIGCHI), San Diego CHI (SandCHI)

EXTRACURRICULARS

D4D Innovation Catalyst – Intuit Inc.

Initial Team member, helped to define, frame and launch Design for Delight (design thinking) initiative across Intuit. I am an Innovation Catalysts lead with a mission to accelerate innovation throughout the company by using design thinking principles.