



## Al Morin

Product Design leader with over two decades of experience spanning diverse industries. My toolkit includes human-centric design, innovation, and creative problem-solving, resulting in the delivery of exceptional digital experiences.

### Skills & software

#### Skills include:

Design strategy  
Creative direction  
UX research  
User mapping & journeys  
UX tracking  
Information architecture  
UI design  
Accessible design  
A.I. Prototyping  
Design systems  
Branding  
Product Marketing  
Product growth  
Conversion optimization  
A/B testing

#### Proficiency in:

Figma  
Cursor  
Storybook  
Sketch  
Invision  
Adobe XD  
Photoshop  
Illustrator  
Google Suite

### Education

#### Product Psychology Masterclass

Growth.design  
2023

#### Web Master Certification

Centro de Diseño Digital  
2000-2001

#### Associate Degree in Graphic Design

Instituto de Diseño de Caracas  
1992-1995

### Languages

#### English & Spanish

Proficient: Oral, reading, writing

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Weston, FL

### Experience

Angi (formerly Angie's List) | Remote | March 2025 - Present

#### Sr Director, Product Design

- Lead globally distributed teams of product designers across multiple regions, driving design excellence at scale within a complex, multi-brand ecosystem
- Own product design strategy for the Domestic Pro experience, partnering closely with Product, Engineering, Data, and Operations to deliver user-centered, business-impacting outcomes
- Serve as a strategic design partner to C-suite executives and senior leaders, translating company vision and organizational goals into executable design strategies
- Rebuilt the Design System from the ground up, establishing accessibility, scalability, and best practices as core principles across brands and platforms
- Introduced AI-enabled workflows, code-connect, and stack mirroring to accelerate design-to-engineering handoff, increase engineering velocity, and ensure consistency at scale
- Elevated design quality and craft across the organization by leading end-to-end design processes grounded in user empathy, research, and validation
- Foster a culture of trust, collaboration, and accountability, empowering teams to do their best work while strengthening cross-functional partnerships

Boatsetter | Remote | July 2014 - March 2025

#### Head of Product Design

- Early employee with broad ownership across brand, product, and experience design during startup phase
- Established Boatsetter's brand identity, including logo and brand guidelines
- Aligned product design strategy with user needs and business goals in close partnership with stakeholders
- Collaborated with Product, Data, and Engineering leaders on prioritization and roadmap planning
- Led and scaled a diverse team of Product Designers, UX Researchers, and UX Writers, fostering a culture of collaboration and growth
- Oversaw end-to-end product design from discovery through delivery, testing, and optimization
- Built and maintained the design system (Figma components, tokens, documentation) in close collaboration with engineering across a React framework
- Partnered with Marketing on transactional and promotional communications
- Facilitated workshops and championed continuous learning across the team

WishClouds | Boca Raton, FL | February 2013 - July 2014

#### UX/UI Director

- Led creative operations and design strategy in close partnership with the CEO
- Revamped brand and visual identity to support market positioning and growth
- Drove market research, competitive analysis, and go-to-market strategy definition
- Built and led a cross-functional team of designers, developers, and QA engineers
- Led end-to-end mobile app design and launch from concept through delivery
- Applied data-driven design and growth strategies to increase engagement and adoption

Bluegreen Vacations | Boca Raton, FL | August 2009 - February 2013

#### Sr. Web Art Director

A publicly traded company in the hotel and hospitality industry with over 4,000 employees.

- Led the Web Team within Creative Marketing, managing designers and developers
- Owned and evolved all digital properties, including web, apps, email, and digital assets
- Established brand guidelines to ensure consistency across digital experiences
- Partnered with Marketing leadership and cross-functional stakeholders to drive customer engagement and bookings
- Managed departmental budget and resource allocation
- Led high-impact email and digital initiatives, increasing open and click-through rates by 40% across a 120K+ subscriber base

Fluent Creative Technologies | Deerfield Beach, FL | November 2005 - June 2009

#### Associate Sr. Web Art Director

A leading digital agency specialized in dynamic Google ads and lead generation.

- Led a cross-functional team of designers and developers building scalable UX/UI solutions for high-volume acquisition platforms
- Applied user research and competitive analysis to inform experience strategy and continuous optimization
- Delivered 2,000+ production-ready experiences, generating hundreds of thousands of leads with ~12% conversion
- Partnered with the CEO to design and launch internal products for dynamic ad creation, reporting, and data visualization
- Built a reusable design system and asset library, improving design-to-development velocity by 40%+