

John "Mo" Morales

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8 industries · 240+ innovations · 32 patentable prototypes · multiple patents pending
5 innovation awards · 5 of 6 hackathons won · AR, VR, voice, gesture, IoT, UAV, and BCI modalities

SUMMARY

0 to 1 product design and UX leader who turns greenfield ambiguity into scalable practice: the first design hire, again and again, who builds the teams, systems, and quality standards that let a function scale from nothing. That builder pattern spans a rare dual axis of range and repetition, eight industries and interface modalities, each one started from zero. MIT certified in Designing AI Products and Services, with published formal work in multimodal AI interaction.

EXPERTISE

0 to 1 & Greenfield Product Leadership · UX Leadership · Product Strategy · DesignOps · High-Reliability Systems & Heavy Industry · Enterprise SaaS · AI-Enabled Experiences · Data Visualization · Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

Convatec | **Senior UX Delivery Lead and Manager of DesignOps** | *August 2024 – Present* | *Lexington, MA*

- Directed the full design pipeline from discovery through launch for two global healthcare applications, launched in under two years
- Established Convatec's first DesignOps function from zero: design system, governance model, and shared component library
- Introduced AI into the mobile healthcare portfolio and design process, improving team capability and future product potential
- Managed three independent external design teams and six direct reports across UX, UXR, and UI to deliver two cross-platform mobile products
- Created Power BI dashboards converging multiple enterprise data sources into product and business intelligence

FINRA | **Senior Manager of Product Design** | *January 2022 – April 2023* | *Washington, DC*

- Directed a team of seven designers to modernize FINRA's digital surveillance and analysis tools, one of the agency's most technically sophisticated internal product environments
- Cut enterprise product iteration time from 18 months to 6 weeks, a 92 percent reduction, through modular, composable architecture
- Rebuilt the design architecture behind FINRA's surveillance tools so senior analysts could build their own real-time monitoring for ETF transactions across all major global exchanges, plus emerging crypto and CBDC instruments
- Standardized UX practices across product verticals, advancing design maturity and delivery consistency

Schneider Electric | Senior Product Design Manager and Principal UX Designer | December 2019 – November 2021 | Boston, MA

- Led UX strategy for modular SaaS platforms supporting critical infrastructure across energy, water, and asset management
- Supervised and led a team of 12 designers across Schneider Electric's enterprise SaaS design organization
- Transformed a legacy engineering-driven organization into a user-centered product design practice for enterprise and IIoT software
- Modernized EcoStruxure Energy Hub, Schneider Electric's flagship enterprise energy management application, improving usability, scalability, and digital maturity
- Advanced Schneider Electric's next-generation design system, contributing to award-recognized design progress

Mise En Place | Co-Founder and Head of Design | 2023 – 2024

- Built the design function from zero and led design of the company's first commercial kitchen product: creative direction, team culture, and governance simultaneously in a fast-moving startup
- Partnered with Data Science to shape AI and ML-powered tools and automation capabilities

Publicis Sapient | Associate Director of Experience Innovation | 2014 – 2018

- Founded and scaled an Experience Innovation studio into a global prototyping franchise generating \$6M in revenue; 32 patentable physical-digital prototypes across AR, VR, voice, IoT, UAV, and BCI
- Earned five MITX innovation awards; won 5 of 6 hackathons

Nike Innovation | Senior Designer, R&D | 1998 – 2014

- Executed more than 240 innovation initiatives across Nike, Jordan, and Converse over sixteen years
- Designed physical and digital concepts brought to market for Jordan Motorsports, Nike SB, and the 2010 Vancouver Olympics

CREDENTIALS

Education

- Master of Applied Design, Cum Laude, Pacific Northwest College of Art
- Bachelor of Science, Summa Cum Laude, Portland State University
- Associate of Science, Summa Cum Laude, Community College of the Air Force

Certifications

- MIT Certified: Designing AI Products and Services, 2024
- INSEAD Leadership Academy - Transformational Leadership, with Distinction, 2021
- NNG Certified: UX Management, 2020

Military

- U.S. Air Force, Staff Sergeant (E-5)
- Honorably discharged
- Awarded *Air Force Achievement Medal* for Superior Technical Excellence