

# Alistair Morton

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**Senior UX Designer**  
(UX/UI, Accessibility)

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## Professional Summary

Digital designer with 15+ years of experience shaping intuitive, user-centered experiences for web, apps, and mobile. Skilled across UX/UI, accessibility, responsive systems, and visual storytelling, I create designs that perform as well as they look—driving measurable results, including campaigns that boosted conversions up to 5x. Hands-on from wireframes to high-fidelity prototypes, I integrate AI tools like Google Flow, Opal, and ReaddyAI to speed exploration and validation while keeping users at the core.

Proficient in Figma, Framer, and Adobe Creative Suite, I collaborate seamlessly with developers, PMs, and stakeholders, and mentor junior designers to build scalable, inclusive design practices.

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## Skills

- **UI/UX Design** — 15 years designing and enhancing services across web, apps, and digital platforms.
- **Agile Collaboration** — Experienced in cross-functional product teams, aligning design with development and business goals.
- **Production Design** — Expertise across web, mobile, and complex enterprise applications.
- **UX Artifacts** — Scenarios, storyboards, wireframes, user flows, and interactive prototypes.
- **Design Systems** — 7 years creating scalable systems and component libraries for consistency and accessibility.
- **Accessibility** — 15 years applying WCAG standards and inclusive design principles.
- **User Research & Testing** — Usability studies, A/B testing, journey mapping, and heuristic evaluations.
- **Information Architecture** — Structuring navigation, taxonomy, and content for complex products.
- **Leadership & Mentorship** — Leading initiatives, mentoring junior designers, and fostering scalable design culture.
- **Data-Driven Design** — Using analytics and user insights to validate and iterate solutions.

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### Main Toolset



### Social Links



Portfolio



# Experience



## Art + Logic

Senior UX / UI Visual Designer

AUG 2025 - March 2026  
REMOTE

I partner with product, engineering, and strategy teams to design and shape complex digital systems, from AI-driven creative tools to large-scale resident platforms spanning multiple high-rise properties. By simplifying workflows and building flexible, scalable design frameworks, I help teams move faster and deliver clearer, more intuitive experiences. Recent work includes designing an AI music audition environment that streamlines creative exploration, and developing a unified community app that supports communication, service requests, and everyday tasks across a multi-tower residential portfolio. Across initiatives, my focus is on clarity, accessibility, and measurable improvements in user efficiency.

- Streamlined creative flows in an AI-driven music tool, helping users generate ideas and iterate significantly faster.
- Developed modular components that support future feature expansion.
- Led user flow optimizations that increased feature discoverability and boosted engagement across core products.



## Kula Partners - What We Make It

Senior CX / UX / UI Visual Designer

JUN 2023 - JUL  
2023 REMOTE

I partner with Engineering and Strategy teams to shape the design and architecture of complex digital initiatives—from enterprise web apps to multi-channel campaign experiences. By streamlining user flows and building scalable systems, I've helped reduce task completion times by up to 40% and driven conversion rates up to 5x. My work has supported government, healthcare, and private sector projects, balancing accessibility, clarity, and measurable business outcomes.

- Reduced task completion times by 30–40% with streamlined information architecture and navigation.
- Improved accessibility scores to full WCAG 2.1 AA compliance, ensuring inclusive experiences across devices.
- Accelerated prototyping cycles by integrating AI-assisted tools, reducing validation time from weeks to days.



## VidCruiter

Lead UX / UI Visual Designer

JUL 2020 - JUN 2025  
REMOTE

I partner with Marketing, Engineering, and Development teams to design and optimize digital campaigns—from ad creatives and landing pages to full conversion flows. I lead A/B testing across email and paid media to uncover high-performing variations, prototype components informed by user feedback, and refine recruitment journeys and onboarding experiences—achieving up to a 25% increase in successful onboarding and driving measurable gains in engagement and conversion.”

- Increased adoption rates by 25% after redesigning onboarding flows for web and mobile platforms.
- Cut development handoff time by 20–30% through detailed prototyping and scalable design systems.
- Mentored and upskilled junior designers, contributing to a more consistent, scalable design culture.



## Wise & Hammer

Lead UX / UI Visual Designer

JAN 2010 - MAR 2020  
TORONTO

I led the end-to-end design process—from discovery through launch—managing stakeholder requirements, shaping web and application architecture, and overseeing final delivery. Hands-on across user journey mapping, persona research, wireframing, and prototyping, I ensured every phase aligned with both business goals and user needs. My work spans government, SaaS, and education projects, delivering intuitive and scalable digital experiences across web and enterprise applications.

- Led projects with measurable improvements in engagement and efficiency.
- Decreased support tickets by 15% by improving clarity in high-traffic digital services.