

Cameron Morgan

Web & Graphic Designer

cammorgan.com

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Web and graphic designer with **20+ years** experience crafting cross-platform cohesive brand identities. Passionate about solving problems through thoughtful design to create delightful customer experiences.

EXPERIENCE

Blue Letter Bible

Web Designer

July 2017 - Present

- Designing new website and app features, marketing materials (print & web), and social media graphics.
- Created an inline interlinear Bible study tool in Figma and HTML/CSS for studying the Bible in the original languages—equipped with word parsing themes and custom colors. This tool averages **186,000 pageviews** per month.
- Led the redesign of BLB Institute’s educational website, creating Figma wireframes and high-fidelity mockups that helped drive a **77% increase** in unique users.

Spectrum Brands HHI

Sr. Graphic Designer

Nov 2007 - July 2017

- Redesigned instruction sheets for Kwikset’s electronic locks and Pfister’s kitchen and bath faucets to improve installation clarity—this helped reduce product return rates from **35% to 22%** (Kwikset) and improved customer satisfaction.
- Contributed to front-end development for HHI brand websites that improved user experience and supported marketing initiatives. Designed app concepts and user workflows for Kwikset and Weiser’s electronic lock products.
- Developed and defined brand guidelines for Kwikset, Pfister, Baldwin, Stanley National, and Weiser.

EDUCATION

University of California, Irvine

B.S. Computer Engineering with a Minor in Digital Art

SKILLS

Web & Graphic Design: Figma, Adobe Creative Suite (InDesign, Illustrator, Photoshop)

Technical & Languages: HTML/CSS, React, Visual Studio Code, Git, Linux CLI

Soft Skills: Visual Design, Product Design, Design Systems, Ideation