

PHILLIP MORLEY

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PRODUCT DESIGNER

A results-driven Product Designer professional with a proven record of leading user-centric experiences across B2B and B2C platforms for top brands. Skilled in UX/UI design, customer research, stakeholder engagement, and agile leadership, I bring a commercial mindset and cross-functional collaboration to enhance user experiences through data-informed design.

SKILLS

User Research | UX Design | Brand | Project Management | Stakeholder Engagement | Team Leader | Agile

TECHNICAL SKILLS

- **User Experience (UX) and Design:** User Research, Discovery | Persona development | Workshops | Wireframing | Ideation | Prototyping | Site Mapping | User Testing | Atomic Design Methodology
- **User Interface (UI):** Responsive design | User acceptance testing | Design Library | Email structure and processes | Information Architecture | Branding | Figma | Sketch | Axure | Adobe XD | AB Testing.
- **Digital Accessibility:** Accessibility Testing | Accessibility Auditing | Accessibility Training and Awareness
- **User Testing:** Usertesting.com | Monetate, Medallia, Userzoom | Siteimprove | Hotjar
- **Project Management:** Agile Scrum and Waterfall | Jira and Trello for Project Management | Product Lifecycle Management | Confluence for Collaboration | Market Research | Adobe, GA4, Clarity
- **Other:** ServiceNow | Salesforce | Slack | MS Teams.

PROFESSIONAL EXPERIENCE

SENIOR ECOMMERCE UX/UI DESIGNER

December 2025 - Present

SALLY EUROPE, Bracknell

I'm responsible for the UX/UI vision of the Sally Beauty digital experience, designing scalable systems, accessible journeys and efficient processes.

My position combines design and cross-functional leadership, impacting measurable results across the eCommerce estate.

- I led the development and management of our cohesive design system that resulted in a 30-40% reduction in design-to-development discrepancies and an acceleration of delivery on major projects.
- I brought in best-practice UX processes and operating models, which helped reduce rework, align cross teams, and increase design throughput during high-pressure trading cycles by 25%.
- Working closely with senior stakeholders, Legal, Brand, and Engineering to simplify the approval process and cut down bottlenecks by as much as 35%, without compromising on compliance.
- I translated complex business and customer needs into clear, conversion-focused experiences that delivered a 5-12% increase in task completion, engagement, and journey performance.

SENIOR PRODUCT DESIGNER

June 2025 - November 2025

DEFENZA, London

Led design for an AI-driven cybersecurity startup, crafting scalable, accessibility-first interfaces and defining user journeys. Collaborated with founders to shape product strategy and deliver enterprise-grade protection across personal devices, networks, and identities.

- Redesigned Defenza's site from a developer-built interface to an accessible UX, projected to boost task completion by 50% and trust by 25%.
- Built a scalable design system in Figma, using third-party components to help simplify security workflows while aligning with brand and compliance needs. Reduced design-to-dev handoff time by 40% using Figma Dev Mode and modular components.
- Facilitated in defining tone of voice, instructional content, refining user onboarding and retention.

PRODUCT DESIGNER

January 2018 - May 2025

BT GROUP, London

Led UX design in an agile team, crafting user-centred journeys for B2B and B2C audiences. Managed stakeholders, collaborated with agencies, mentored colleagues, and oversaw budgets and procurement. Delivered measurable improvements in usability and team velocity across multiple digital products.

- Led UX/UI design for BT Final Mile and Wholesale estate, refining task efficiency by 30% and user satisfaction by 25% through cohesive, accessible experiences.
- Played a pivotal role in the reengineering of the Business Portal, transforming the digital experience and streamlining processes for Customer Call Centres, with cost savings of £21m over a 5-year period.
- Redesigned BT's Media & Broadcasting, Wholesale, and IoT sites, elevating UX and cutting page load times by 35% to advance SEO and mobile performance.
- Led coordinated user testing, conducting 50 user interviews, and seamlessly integrating user feedback into design decisions to boost the overall user experience.

CUSTOMER EXPERIENCE MANAGER

April 2014 - December 2017

HOPPA, Woking

Led the rebrand from resorthoppa.com to hoppa.com, launching a responsive site across B2C, B2B, and support platforms. Managed financial analysis, A/B testing, and feature updates, driving a 3.4% uplift in conversion and financial performance.

- Oversaw the company's rebranding from resorthoppa.com to hoppa.com, elevating brand recognition and market presence, contributing to a 22% increase in direct traffic and 18% uplift in repeat bookings within six months post-launch.
- Successfully designed and delivered the new Hoppa responsive site with new functions across all international sites, gathered customer feedback, conducted A/B testing, and launched updates.
- Boosted financial and product conversion rates by 3.4% through daily tracking of sales, TTV, ATV, margin, and bookings.

EARLIER CAREER HISTORY

PRODUCT MANAGER

March 2000 - May 2014

The Collinson Group, AmEx Global Business Travel, & Morningstar Inc, London

EDUCATION

BA (Hons), London Metropolitan University

Design, Marketing and European Studies, Graduated, London Metropolitan University, London

IxDF (Interaction Design Foundation), Member

AI for Designers | Human-Centered Design for AI | Design Thinking: The Ultimate Guide | User Research – Methods and Best Practices | Accessibility: How to Design for All | User Research – Methods and Best Practices

HOBBIES AND INTERESTS

Architecture - Photography - Music Gigs - Hiking – Running - Frisbee – Squash - playing the Acoustic Guitar