

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 | Optimizely, Medallia, Userzoom | Siteimprove | Content Squared | Hotjar
- **Project Management:** Agile Scrum and Waterfall | Jira and Trello for Project Management | Product Lifecycle Management | Confluence for Collaboration | Market Research | Adobe, Google Analytics
- **Other:** ServiceNow | Salesforce | Slack | MS Teams.

PROFESSIONAL EXPERIENCE

STAFF PRODUCT DESIGNER

June 2025 - Present

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%.
- Designed and implemented Web Content Accessibility Guidelines (WCAG)-compliant, neurodiverse-friendly UX patterns, minimising onboarding friction by 30% and increasing trust scores by 25%.
- Built scalable design systems 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 the brand and advised on financial jargon into clear, 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.
- Managed multiple platforms, analysed financial metrics and prioritised development tasks.
- Boosted financial and product conversion rates by 3.4% through daily tracking of sales, TTV, ATV, margin, and bookings.
- Increased CTR on marketing banners by 12% through A/B testing and visual perfection. Improved collaboration and project outcomes by working closely with design agencies, marketing channels, and senior management.
- Enhanced customer satisfaction by addressing issues identified through customer service collaboration. Reduced translation errors by 80%, improving accessibility and user trust across 5 international markets.

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