

Thomas Morgan - Product Design / UX / Management

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Portfolio: thomasgmorgan.com

Strategic and analytical Product Designer with over 8 years of experience shaping user-centric digital solutions across diverse industries. Proven track record of collaborating cross-functionally with stakeholders, engineers, and business teams to define and deliver impactful products. Expert in aligning user needs with business goals, leading end-to-end design processes, and supporting agile workflows. Skilled in product discovery, UX strategy, feature prioritisation, and iterative delivery. Now expanding into product ownership to bridge design and product strategy more holistically.

PROFESSIONAL EXPERIENCE

SHOPPER MEDIA GROUP (MARKETING COMMERCE)

Oxford Circus, London, UK

LEAD UX ARCHITECT / PRODUCT DESIGNER

September 2024 - April 2025

- Acted as the bridge between stakeholders and engineering, helping shape the product roadmap through user insight.
- Led backlog grooming sessions with PMs and developers to refine features and address technical constraints.
- Facilitated workshops to translate business needs into actionable product requirements and user flows.
- Built a scalable design system supporting product efficiency and long-term planning.

THREDD (FINTECH PAYMENTS)

Holborn, London, UK

SENIOR PRODUCT DESIGNER

August 2022 - June 2024

- Played a pivotal role in rebranding and launching a new FinTech product, aligning user needs with business KPIs.
- Worked closely with product owners and developers to define MVP scope and iterate on feature releases.
- Conducted end-to-end discovery, producing personas, customer journeys, and functional specifications.

GOOD E-LEARNING (ONLINE EDUCATION)

Hammersmith, London, UK

UX/UI DESIGNER

March 2021 - July 2022

- Collaborated with product managers to prioritise features based on user feedback and market trends.
- Created wireframes and product documentation used to brief engineering teams on technical implementation.
- Helped define the product strategy for new educational modules and platforms.

KNOBIN DIGITAL (DIGITAL AGENCY)

Sydney, Australia

HEAD OF DESIGN

August 2020 - October 2020

- Led and managed the design team, overseeing the end-to-end design process from ideation to final execution.
- Developed and implemented a cohesive design strategy aligning with company goals and user needs.
- Directed the creation and maintenance of design systems, style guides, and design processes for consistent, scalable product experiences.
- Collaborated with cross-functional teams (product, engineering, marketing) to drive design initiatives and ensure seamless integration.

DIDI (RIDESHARE PRODUCT)

Sydney, Australia

SENIOR DIGITAL DESIGNER / UX UI

February 2020 - July 2020

- Led the design of high-impact user interfaces for both web and mobile platforms.
- Created responsive, mobile-first designs for seamless user experiences across devices.
- Contributed to the evolution of digital products, ensuring alignment with brand identity and business objectives.
- Conducted user research, user testing, and analytics to gather insights and inform design decisions.

LAW BUSINESS RESEARCH (LAW)**London Bridge, London, UK****WEB DESIGNER / UX UI****January 2018 - August 2019**

- Developed and maintained websites to meet company objectives, focusing on responsive design for static and dynamic content.
- Proficient in HTML5, CSS, LESS, jQuery, and advanced cross-browser development techniques.
- Collaborated on SVN version-controlled projects, coordinating with project managers and designers to ensure seamless client website development.
- Created wireframes, mockups, and prototypes to effectively visualise design concepts, user flows, and overall user experience.

GFORCES (AUTOMOTIVE)**Bearsted, Kent, UK****WEB DESIGNER AND DEVELOPER****May 2017 - Jan 2018**

- Designed and developed responsive websites for leading global automotive companies, ensuring optimal user experience across platforms.
- Managed stakeholder relationships and coordinated multiple web projects to meet business objectives and timelines.

DEALCHECKER.CO.UK (TRAVEL)**Farringdon, London, UK****FRONTEND DEVELOPER & DESIGNER****June 2015 - October 2016**

- Developed and maintained the front-end architecture of the Dealchecker.co.uk website, ensuring a seamless user experience.
- Utilized HTML5, CSS3, JavaScript, and React to create dynamic and interactive website elements.
- Implemented responsive web designs, optimising the site for mobile and desktop devices to enhance usability.

EDUCATION**APM PROJECT MANAGEMENT QUALIFICATION (SCQF Level 6)***Self-funded online study to enhance project management expertise.***Association of Project Management****July 2025 - Ongoing****UNIVERSITY OF KENT***Bachelor of Digital Arts & Multimedia (Awarded: First class degree)***Kent, United Kingdom****2013-2017****SKILLS**

- Agile / Scrum / Kanban Frameworks, Product Roadmapping & Strategy, Backlog Management & Prioritisation, Stakeholder Engagement & Communication, Requirements Gathering & User Stories, User Research & Persona Development, Journey Mapping & Feature Definition, Digital Platform Management, Cross-functional Collaboration
- Techniques: User Research, User Interviews, UI / Visual Design, Wireframing, Rapid Prototyping, Usability Testing, Competitive Analysis, Persona & Scenario, Information Architecture, Product Design System Creation, Card Sorting, User/ Journeys Flows, UX / Product Strategy, Digital Design, Website Graphics
- Technical Skills / Software: Figma, Figjam, Adobe Creative Suite, Miro, Slack, Teams, Google Workspace, Invision, Microsoft 365, PC and Mac Platforms
- Certifications: Google UX Design Certificate, Google Analytics Certificate