

# Alex Morgan

## Senior Product Designer

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### SUMMARY

Product designer with nine years of experience shaping consumer and B2B products from first sketch to shipped release. I lead discovery, interaction design and design-system work, partnering closely with engineering and research to turn ambiguous problems into simple, measurable experiences.

### EXPERIENCE

**Senior Product Designer** — Mar 2021 – Present

*Lumen Bank* · London

- Lead designer for the mobile savings experience used by 2.1M customers.
- Rebuilt onboarding with research and engineering, lifting completion from 61% to 78%.
- Founded the cross-platform design system now adopted by nine product teams.

**Product Designer** — Jun 2018 – Feb 2021

*Northwind Studio* · Berlin

- Designed booking and scheduling tools for healthcare clients in six markets.
- Ran weekly usability sessions and turned findings into a shared research library.

### EDUCATION

**MA, Interaction Design** — 2014 – 2015

*Westbridge University*, Distinction · London

### SKILLS

Product strategy · Interaction design · Prototyping · Design systems · User research · Figma

### LANGUAGES

**English**
Mother Tongue

**German**
Professional working

**French**
Conversational

### SOCIAL

alexmorgan.example