

Phillip Morley

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Customer Experience Manager

SUMMARY

Dedicated and results-driven UX Design Professional with a proven track record of leading and delivering user-centric experiences for prominent brands. Seeking to leverage my expertise in User Research, UX Design, Stakeholder and Brand Management to contribute to innovative projects.

RELEVANT SKILLS

User Experience (UX) and Design:

- User Research, Discovery
- Persona development
- Workshops
- Wireframing
- Ideation
- Prototyping
- Site Mapping
- User Testing
- Atomic Design Methodology
- User-Centred Design

User Interface (UI):

- Responsive design
- User acceptance testing
- Design Library
- Email structure and processes
- Information Architecture
- Branding
- Figma, Sketch, Axure, AdobeXD
- AB Testing

Digital Accessibility:

- Accessibility Auditing
- Accessibility Training and Awareness
- User Testing: UserTesting.com, Optimizely, Medallia, UserZoom
- Accessibility Testing: Manual, Siteimprove, ContentSquared, 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

EXPERIENCE

BT Group, London

Product Designer | January 2018 – Present

- Led and delivered innovative user experience (UX) and user interface (UI) design for the BT Final Mile app and the broader BT Wholesale estate, ensuring a cohesive and engaging digital experience.
- Played a pivotal role in the redesign of the Business Portal, significantly transforming the digital experience and streamlining processes for our Customer Call Centres.
- Led the comprehensive redesign of our Media & Broadcasting, Wholesale, and Internet of Things (IoT) websites, enhancing user experience and functionality from the ground up.
- Demonstrated proficiency in coordinating user testing, conducting user interviews, and seamlessly integrating user feedback into design decisions to enhance the overall user experience.
- As the UX design lead in an agile team, I conducted customer research and created user-centred digital product journeys for both B2B and B2C audiences. I managed internal and external stakeholders, built relationships and trust, and collaborated with design agencies and contractors.
- I mentored colleagues and supported the team's progress. Additionally, I raised purchase orders, negotiated with stakeholders, and managed project budgets.

Hoppa, Woking

Customer Experience Manager | April 2014 - December 2017

- Oversaw the company's rebranding from resorthoppa.com to hoppa.com, enhancing brand recognition and market presence.
- Successfully designed and delivered the new Hoppa responsive site with new functions across all international sites, managed multiple platforms, analysed financial metrics, prioritised development tasks, gathered customer feedback, conducted A/B testing, and launched updates.
- Achieved a 3.4% increase in financials and product conversion rates by diligently monitoring daily financial metrics, including sales, Total Transaction Value (TTV), Average Transaction Value (ATV), margin, bookings, and eCommerce conversion.
- Enhanced marketing effectiveness by creating impactful banners and maintaining a cohesive marketing strategy. 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. Improved user experience and accessibility by managing site labels and translations.

The Collinson Group, London

Product Services Manager | March 2012 - March 2014

- Managed a cross-functional, remotely located team of developers to deliver responsive, and accessible websites for the customer reward market.
- Designed and successfully delivered loyalty sites for high-profile brands such as Virgin Atlantic, JetBlue, Choice Hotels, and Amtrak. Ensured all site creatives aligned with client UX specifications and adhered to strict brand and marketing guidelines.
- Effectively managed offshore developers, ensuring seamless project execution. Communicated with clients and directors via email and webinars throughout all stages of site builds, fostering transparency and collaboration.
- Built strong relationships with clients to gather detailed requirements and streamline processes. Collaborated closely with Account Managers and Service Delivery teams to ensure successful site releases.

- Influenced stakeholders by demonstrating the business benefits of best design practices, contributing to securing new client opportunities and project expansions
- Designed site banners and merchant promotional adverts, and managed client relationships post-launch. This included troubleshooting and prioritising site bugs, handling new feature requests, and managing stakeholder expectations.

Hogg Robinson Group, Farnborough

Product Manager | April 2008 - February 2012

- Successfully led the implementation and migration of new pre-trip and post-trip product versions for both new and existing clients. My proactive engagement with Business and Sales Managers ensured a comprehensive understanding of these new product versions, while also identifying potential sales opportunities.
- Effectively managed offshore developers and testers, ensuring seamless project execution. Communicated with clients and directors via email and webinars throughout all stages of site builds, fostering transparency and collaboration.
- Designed preconception layouts and specifications, managed development and test teams to meet client requirements and deadlines, collaborated across departments for product releases.
- Implemented an email update strategy and designed a secure administration tool. This involved liaising closely with clients for product design integration, documenting a comprehensive user and help guides.
- Lead training and managed product maintenance and stakeholder expectations.

Morningstar Inc, London

Product Manager | March 2000 – March 2008

Leveraged my expertise in data analysis to drive site visits, managing the design and implementation of new features for Hemscott.com and Hemscott Premium. Utilised market research, analytics, effective communication, and client feedback to enhance user experience and engagement.

EDUCATION

London Metropolitan University, London — BA (Hons)

Design, Marketing and European Studies, Graduated 1999

Formerly the Polytechnic of London Guildhall.

HOBBIES AND INTERESTS

Hiking – Running - Frisbee – Squash and playing the acoustic guitar