

DANIELLE MORRIS

EXPERIENCE DESIGNER

Evidence-based product, experience & service design and strategy. 10+ years experience creating intuitive user interfaces based on knowledge, experience and solid research & testing... UX, UI, UCD, CX, HCI, SD, IxD & IA (all the acronyms!)



+44 7766006969



wellhellodanielle@gmail.com



www.daniellemadethis.com



www.linkedin.com/in/morrisdanielle



Figma Sketch Photoshop



Miro Protopie Axure



Experience Lead

Jan 2018 - July 2019



Senior UX Designer

June 2015 to July 2017



UX/research Intern

2013



BSc Psychology
(first class honours)

TESCO

Freelance UXD

In-store technology

July 2019 - Dec 2023

May 2024 - Aug 2025

M&S

EST. 1884

UX R&D manager

July - Dec 2017

Bunnyfoot

UX R&D

Jan 2014 to June 2015



Freelance UX consultant

2013



MSc Media Psychology
(merit)