Danielle Morris

EXPERIENCE & SERVICE DESIGNER

BSc Psychology
(first class honours)

Figma Sketch Miro Protopie Axure

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2013

UX research & design
(freelance)

Hospitality, aviation, insurance,
telecoms & charity (Web, app & CMS)
June 2015 to July 2017

Senior UX designer

MSc Media Psychology
(merit)

2013

UX research & design (intern)

Quantitative & qualitative for large
public, private & third sector clients
Jan 2014 to June 2015

UX researcher

Interim UX manager
Ecommerce web & app
July - Dec 2017

In-store devices & app
July 2019 - Aug 2025

Senior/lead UX designer
(freelance)

Blockchain, NHS healthtech
& charity
Jan 2018 - July 2019

Experience lead

An evidence-based user-experience and service designer with 12+ years of experience creating intuitive user interfaces in academic, client-side, and agency roles. I’m a skilled and flexible UX practitioner who gets results, whatever the sector, device, service or product. I’m comfortable leading multidisciplinary teams in design, research and testing, managing clients, stakeholders and external suppliers, pitching, and presenting.