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London

SENIOR UX DESIGNER

OVO Energy

Mar 2017–Present

ALEX MORRIS

I'm a Senior UX designer with over 12 years digital experience working in face-paced environments. I'm driven to create products that have a positive impact on society. I do this by making design a team sport — helping teams build a shared understanding around problems & inviting them into the creative process. By combining a collaborative approach with a deep understanding of human behaviour (through my background delivering behaviour change initiatives), I've successfully led teams to develop effective solutions that delight customers & deliver against business objectives.

Key skills: Research (generative & evaluative), Lean UX, UX strategy, Experimenting (inc. A/B testing), Facilitation, Storytelling, Experience mapping, Behaviour change design, Interaction design, Information design, Usability, IA, Prototyping, UI design, Accessibility.

EXPERIENCE

Field Force (April 2020 – Present)

Establishing the design function in this critical area of the business, which helps engineers to efficiently install smart meters.

Boost Power (April 2018 – March 2020)

Part of the leadership team for OVO's pay as you go energy brand (reporting to MD), my responsibilities included being a UX advocate and identifying where taking a user-centred approach would deliver the most value to the business, whilst also being a hands-on practitioner covering research & design. Through product innovations & UX improvements, I helped:

- Reduce disconnections by 30% (customer's energy is disconnected when their meter has run out of energy credit)
- Double the company's trustpilot score (from 2 to 4 out of 5)
- Doubled our app store scores from under 2 on both platforms to 4.5 on Android and 4.8 on iOS.

Key initiatives I led on:

'Winter Wallet' savings scheme: Ran discovery phase including taking squad on home visits to help build a shared understanding into customers' needs. Combined learnings with insights from behavioural economics to design & optimise an innovative savings scheme that enabled financially struggling customers to save over £1 million to cover winter energy costs. As a result, Boost beat its customer retention target by 22%. By implementing my recommended changes, we helped customers save £4.4 million the following year.

'Emergency Boost': Led on discovery and design of a digital solution that helps customers borrow energy credit until payday. Delivered high customer satisfaction (scored 4.8/5, in-app survey), with 12% reduction in call centre contact, and 6% reduction in energy disconnections.

Acquisition & onboarding: Iteratively overhauled multi-channel acquisition (inc. redesigning internal tools for sales agents) & onboarding experience to improve comprehension & satisfaction. Redesigned early in-life experience (web, app), which resulted in 21% reduction in no. of disconnections within first 9 days.

OVO Energy (March 2017 – April 2018)

Led on UX improvements across customer lifecycle to improve customer comprehension & satisfaction. Conducted in-depth research to understand customers' mental models, used information design principles to design features to address misconceptions identified and refined solution through 8 rounds of user testing.

Increased app store ratings from 2 stars to 4.5 stars through redesigning the experience of submitting a meter read.

Led on the experience design for a customer app for VCharge, an IoT device that allows you to control your storage heater remotely.

UX/UI DESIGNER
Third Space Learning
Apr 2015- Mar 2017

As the only UX/UI designer at this international online tutoring startup, I wore many hats including researcher, facilitator, prototyper, and information and UI designer

Key projects I worked on:

School onboarding: Reduced setup times from months to days

Teacher platform: Redesigned to make it easy to find and pick lessons

Pupil Reports: Helped monitor & improve tutors by redesigning pupil feedback survey. Then used data visualisation techniques to design online and physical reports to help teachers track pupil progress.

Virtual Classroom: Improved tutor efficiency and effectiveness through incremental UX improvements to the interface that connects tutors with pupils. Also ran an experiment which improved pupils' growth mindset.

Built good relationships with clients & internally in high pressure environments. Also mentored account managers & account executives on the team.

Strong communication skills: As the interface between client & agency, I managed multiple stakeholders. Setup projects for success by understanding clients' needs & collaborating with them to form agency briefs. Sharpened my story-telling skills through presenting to senior clients & pitching work to new clients.

Oversaw project work: Developed a strong attention to detail by reviewing and critiquing work (from creative ideas, UX, designs through to build).

Key initiatives I led on:

Change4Life: Working on the government's most high profile behaviour change initiative, I developed digital solutions to tackle inactivity, unhealthy eating, alcohol consumption and help mums-to-be make good decisions. Highlights include:

Fun generator: An online activity idea generator designed to help cash-strapped mums keep their kids entertained through physical activities in the summer hols.

Think your friend under the table: A fun social quiz to test your knowledge of alcohol trivia against your friends, whilst nudging you to reappraise your drinking behaviour.

Talk to FRANK: Led on successful pitch for the government's drugs advice service. Managed site redesign and creation of mobile site.

Virgin Trains: Managed optimisation of existing site, the redesign of their new site and the launch of the 'Arrive Awesome' brand campaign

Barclays: Led on the re-design of the Barclays Bikes' mobile app and launched the Barclays Football mobile app across Android and iOS.

Western Union: Led launch of an innovative experiential initiative called 'Send Yourself Home' to improve brand engagement.

Virgin Mobile: Managed digital launch of brand in Qatar (campaign & e-commerce site)

GM, Nakheel, P&G: Account handler, managing a variety of digital sites and campaigns.

EDUCATION

User Experience Design Immersive course

MA Marketing and Advertising, Distinction.

Awarded "Most Outstanding Contribution to the course" prize at graduation.

BSc in Psychology, 2.1

ACCOUNT DIRECTOR
Lowe Profero
Dec 2010–Nov 2014

PROJECT MANAGER
Start Creative
Jan 2010–Dec 2010

ACCOUNT EXECUTIVE
Digitas
Feb 2008–Nov 2009

GENERAL ASSEMBLY
Dec 2014–Feb 2015

LEEDS UNIVERSITY
BUSINESS SCHOOL
2006–2007

UNIVERSITY OF LEEDS
2003–2006