CHRIS MORLEY

UX & UI DESIGN LEADERSHIP

> UX & UI designer & design manager with a strong creative vision and hands–on design expertise.

> Over 10 years UX & product design management experience, with large multi–disciplinary teams.

> Led design across all stages of the product development lifecycle, with a focus on UCD and product vision.

> Proven ability to create teams, lead designers and foster design culture.

> Shipped a range of products, services and platforms across mobile, console, PC and web.

> Passion for solving complex problems and providing the bext possible experience for users.

EXPERIENCE

UX & UI DESIGN LEAD
Fortnite Creator Ecosystem at Epic Games   Sep 2021 – Present

Design Lead for Fortnite Creator Ecosystem, desiging systems on web, in game and on desktop applications supporting UGC Creators within Fortnite. Building VIsion and Strategy for the Creator Portal project. Led a small design team, with a mix of managerial, strategic and hands-on UX/UI work.

UX & UI DESIGN LEAD
Battle.net UX at Blizzard Entertainment   Nov 2014 – Sep 2021

Design Lead for Battle.net platform and products. Managed a large full-stack design team, including Research, Analytics, UX, UI and Visual designers. Championed Design in a Product-led structure, upholding design culture, the UCD process and leading creative vision for the organization. Drove UX and UI design and strategy for all Battle.net initiatives, including the desktop client, social systems, shop redesign, mobile app, and Blizzard accounts redesign.

DESIGN DIRECTOR
Web & Platform at Codemasters   Feb 2012 – Nov 2014

Design Director for Codemasters for the Racenet and Web teams. Responsible for game platform and client, delivery of digital marketing initiatives, social media campaigns and other engagement content. Led a team of 12, including UI designers, UX designers, PMs and engineers.

LEAD DESIGNER
Web & Publishing at Jagex   Jan 2008 – Feb 2012

Responsible for building the Web & Marketing creative teams from the ground up, leading a multi-disciplinary team of 8 designers, illustrators and motion artists. Responsibilities included hands-on visual, UI and UX design across all of Jagex's brands.

WEB & UI DESIGNER
Freelance (Hasbro & New Line Cinema)   Mar 2004 – Jan 2008

Worked on a range of interactive publishing projects for IPs such as Transformers, Lord of the Rings and Yu Gi Oh!

EDUCATION

BA(Hons) Graphic Design
Bournemouth Arts University
2001-2004

BTEC Art Foundation
Amersham College of Art
2000-2001

C&G Photography
Amersham College of Art
2000-2001

AWARDS

Develop Award - Online Innovation
CSS Design Awards
cssa. Award