

Jason Morris

SENIOR UX DESIGNER | CERTIFIED USABILITY ANALYST
SS&C Blue Prism

Multifaceted UX designer who transforms complex business challenges into intuitive, high-performing digital experiences. With a career built at the intersection of human behaviour and business strategy, I don't just design interfaces — I engineer the moments that keep users coming back.

Proven track record in iterative, agile delivery; evolving design systems; translating ambiguous briefs into clear, accessible, impactful experiences. I work at the intersection of strategy, design, and development, translating complex ideas into intuitive, user-centered solutions.

Work Experience

JAN 22 -
PRESENT



SS&C Blue Prism (RPA Products)
UX/ UI DESIGNER - PRODUCT

Responsibilities

- **Lead end-to-end UX design** for a data-rich enterprise automation platform serving a global user base, working within a cross-functional agile product team.
- Apply **mixed-method research** (usability testing, interviews, surveys, analytics) to identify friction points and validate design decisions at each sprint cycle.
- **Own and evolve** the product design system in Figma, establishing component standards, interaction patterns, accessibility standards and documentation adopted across the organisation.
- Create and maintain high-fidelity interactive prototypes to communicate **complex workflows** to engineers and stakeholders, accelerating sign-off and reducing rework and dev debt (a big one).
- Define **product success metrics** in partnership with product managers, tracking KPIs via analytical tools to measure the impact of design iterations.
- Mentor teammates on UX principles, design thinking, and **user-centred methodologies** — elevating the team's overall design literacy
- Introduce motion design principles (where required) to elevate micro-interaction quality, improving **perceived performance** and user confidence across key task flows
- Foster a collaborative team culture where knowledge-sharing and mutual growth are central to how the team operate.
- Working on **AI Governance**, usage and leveraging AI capabilities in the right channel.

APR 21 -
JAN 2022



Virtusa (BT Group, AON)
SERVICE DESIGNER / RESEARCHER

Responsibilities

- Delivered UX design consultancy for multiple client engagements across financial services and technology, rapidly immersing in **complex domains** to produce user-centred solutions.
- Conducted **discovery research** — stakeholder workshops, contextual enquiry and competitor analysis — to establish design direction before prototyping.
- Produced **information architecture** diagrams, **service blueprints**, and wireframes to align cross-disciplinary teams on shared understanding of user needs.
- Contributed to iterative sprint delivery, presenting design decisions with clear rationale tied to **research evidence** and **business objectives**.



Info

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[JM](#) [web](#) [in](#) [linkedin](#) [github](#) [dribbble](#)

Skills

- **AI and Automation**
- Data-Informed Decision Making
- **Prototyping & Wireframing**
- Workshop facilitation
- Design Thinking
- User research and competitive analysis
- Information Architecture
- Design Systems
- Coding - HTML, JS, CSS, React

Professional Education

- **Certified Usability Analyst - 2014**
- Core Java Course - 2007
- Advanced 2D & 3D animation - 2006

Volunteering & Meet up

- Volunteered as an artist to paint a wall for a social cause
- Have been actively attending meetups for Natter in Manchester

NOV 20 -
APR 2021



TechReturners (AO)
UX DESIGNER & FRONTEND DEV

Responsibilities

- Generated and evaluated a range of **gamification concepts**, balancing user appeal with technical feasibility
- Produced detailed sketches and ideation artefacts to communicate ideas quickly across the team
- Facilitated **MVP scoping discussions**, aligning stakeholders on priorities and defining a focused, deliverable scope
- Developed user personas grounded in research to anchor design decisions in real **user needs and motivations**
- Created a comprehensive, illustrated storyboard to map the **end-to-end user journey** and validate the concept before any build began
- Created a comprehensive, illustrated storyboard to map the end-to-end user journey and **validate the concept** before any build began
- Developed a reusable component library in **React**, applying best practices for state management, props, and event handling
- Implemented Styled Components for scoped, themeable styling consistent with the **design system**
- Integrated **React Animations** and Lottie animations to bring interfaces to life with purposeful, delightful motion

AUG 20 -
NOV 2020



Freelance
UI/ UX DESIGNER

Responsibilities

- Worked independently** with SME clients to redesign digital touchpoints, managing the full design process from brief to final delivery for a restaurant orders and table booking app.
- Produced mood boards, visual design concepts and interactive prototypes tailored to each **client's brand and user context**.

NOV 13 -
AUG 2020



Tata Consultancy Services (Barclays, JLR)
UI/ UX DESIGNER

Responsibilities

- Gathered requirements** directly from stakeholders, business analysts and CI analysts; translated complex briefs into **intuitive** information architectures and design patterns.
- Ran brainstorming and co-design sessions with cross-functional teams including technology leads, ensuring feasibility was considered from the outset.
- Delivered high-fidelity wireframes and **interactive prototypes** — from paper sketches through to pixel-perfect Figma/Sketch deliverables — to guide front-end build.
- Took end-to-end ownership of the customer experience layer, mapping journeys and identifying pain points to prioritise the **highest-impact improvements**.

SEP 11 -
OCT 2013



Delphian Logic (OCBC Bank, British Airways)
DESIGN ARCHITECT & VISUAL DESIGNER

Responsibilities

Defined the design architecture and visual language for web and mobile products, leading a small design function and mentoring junior designers.

Interests



Coding and IoT



Dot Journaling



Bike modifications



Running, trekking



DIY magic



Travelling