JAMES MORRIS

PRINCIPAL DESIGNER / SENIOR PRODUCT DESIGNER

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EXPERIENCE

oomph: Principal Designer 2025 - present

Leading design at a small digital agency, owning UX/UI for client websites from discovery through to build and launch.

Designed a component-based system for an opera house website redesign, built for a flexible page builder so the client's team can create and manage their own pages. Delivered phase one to launch and designed phase two ahead of build.

Working closely with developers and project managers to protect build quality, advocating for design review and QA stages, and presenting design direction directly to clients.

Nextbase: UX/UI Designer 2024 - 2025

Drove design across Nextbase's digital products for its connected hardware, delivering accessible, brand-consistent solutions and scalable design systems in a fast-paced, cross-functional team.

Led design for the launch of Piqo, Nextbase's new flagship app, used by thousands of people across the UK and internationally.

Space48: UX/UI Designer 2022 - 2024

Designed re-platforming projects for ecommerce clients including Focusrite, Novation Music, Macblair, The Rug Company, J Parkers and Sass & Belle, working across design systems and templates on BigCommerce and Magento.

Collaborated with stakeholders to define customer needs and design scope from discovery through to build, using qualitative and quantitative research.

Nova: Product Designer 2022

Created brand identities and helped international start-ups take products from concept through to delivery, managing expectations with external stakeholders and founders.

SimplyDo: Innovation Officer 2021 - 2022

Managed enterprise-level stakeholders across the public and private sectors, delivering research, UX audits and design work, including a brand redesign.

Bofin: UX/UI Product Designer 2020

Worked on the app's digital identity and development, both within the wider team and independently, balancing high-quality work with tight deadlines.

INTRO

Principal designer with nearly nine years' experience across in-house, agency and start-up teams, specialising in ecommerce, design systems and digital products. I take projects from discovery and research through to build and launch, working closely with developers, project managers and clients to keep design quality intact from Figma to the live site.

Recent work includes leading design for the launch of Piqo, Nextbase's flagship app, and re-platforming ecommerce sites for brands like Focusrite and Novation. I specialise in building scalable design systems and making sure good design survives the journey from Figma to production.

SKILLS

UX/UI Design
Design Systems
Prototyping
Design Research
Client Presentations
Graphic Design
Product Development

TOOLS

Figma, FigJam, Sketch, Zeplin, Mural, Adobe Creative Cloud, Autodesk Fusion 360, SolidWorks, KeyShot

PLATFORMS

BigCommerce, Magento, Wordpress, Umbraco & Shopify

EDUCATION

BA(Hons)/MSc Product Design

Cardiff Metropolitan University / Cardiff School of Art and Design

REFERENCES

Available on request