

CHRIS MORLEY

PRODUCT DESIGN LEAD

I am a Product / UX Designer and Design Manager with over 15 years experience leading teams, championing design culture and building epic user experiences. I'm passionate about understanding users, solving complex problems and maximizing the value of design.

EXPERIENCE

MIGAKU Sept 2024 - Present **Product Design Lead**

I am designing Migaku, a language learning platform combining rich hand-crafted courses and materials, a curated and sticky user experience and utilizing AI to facilitate learning integrated into video, web and other media. I am the sole designer in a fast-moving and rapidly growing company, working on refining Migaku's early identity and UX into a world-class app and platform experience.

NETFLIX Aug 2023 - Sept 2024 **Product Designer - Social Platform Lead**

I led design for Netflix Platform Social experiences, with a primary focus on mobile apps, and secondary focus on on-screen and web experiences. I worked with research and CI to outline the opportunity and problem space, then defined the product design vision and strategy for the future of social in Netflix Games. I worked with platform teams to design and integrate new features, UX patterns and UI into existing product. Helped establish new working practices, upholding design culture, the UCD process and leading creative vision for the organization.

EPIC GAMES Dec 2020 - July 2023 **Senior UX Lead - Fortnite Creator Ecosystem**

I was Design Lead for Fortnite Creator Ecosystem, designing systems on web, in game and on desktop applications supporting UGC Creators within Fortnite. I built vision and strategy for the Creator Portal project. I led a small design team, with a mix of managerial, strategic and hands-on UX/UI work.

BLIZZARD ENTERTAINMENT Nov 2014 - Dec 2020 **UX & UI Lead / Design Group Manager - Battle.net Social, Platform & Ecom**

I was Design Lead for Battle.net platform and products; managing a large full-stack design team, including Research, Analytics, UX, UI and Visual designers. As Design Group Manager I championed Design in a Product-led structure, upholding design culture, the UCD process and leading creative vision for the organization. I drove UX and UI design and strategy for all Battle.net initiatives, including the desktop client. I also worked hands on across many projects including the Mobile App, Desktop App, Store and Platform.

CODEMASTERS Nov 2014 - Dec 2020 **Design Director - RaceNet, Codemasters Platform, Web & Marketing**

JAGEX August 2008 - July 2012 **Lead Designer - RuneScape Platform, Web & Marketing**

HASBRO, NEW LINE CINEMA, VIZ MEDIA July 2004-Aug 2008 **Freelance - Digital Designer**

EDUCATION

Bachelors - 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

BAFTA Game Award:
Best Online Game

CONTACT

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