

Russ Morris

UX Designer and Product Architect

UX Designer and Product Architect leveraging 15+ years of technical and design expertise. I craft high-impact, intuitive products by strategically aligning user needs with executable architecture.

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 Bristol, UK

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 BA Game Cultures (2010)
London South Bank University

 UX Design (2025)
UX Design Institute

Areas of expertise

UX & Product Design

UX design

Training and mentoring

User research

Prototyping

Interviews

UI design

Analysis

Strategy & Workflow

Technical leadership

Agile

Project scope

Design communication

Technical

Flutter

iOS/Android

CI/CD

TDD

C#

Unity

Selected project history

UX Research and Design (Contract)

08/2025

Meaning Machine Ltd
Bristol, UK

- Led user research, interviews, and analysis to define core user needs and design direction
- Designed and validated solutions to meet both client requirements and core user needs
- Presented to stakeholders for approval and delivered all necessary project artifacts

UX & Product Architect (Contract)

03/2025 - 07/2025

The Grand Appeal
Bristol, UK

- Led product architecture and design strategy for the #1 entertainment app on iOS/Android
- Designed and implemented key design interactions and animations to enhance the UX
- Managed project delivery, deployment, and post-launch support to guarantee stability

Interactive Development Lead

01/2022 - 03/2025

Aardman Animations Ltd
Bristol, UK

- Translated user needs into feasible designs, leading the architectural and technical implementation
- Bridged design and engineering teams as the key interface to define strategy/roadmaps
- Contributed directly to feasible UX/UI design decisions, across complex multi-platform projects
- Established quality frameworks and processes to ensure consistent, high-quality user experience

Platform Development Lead

02/2019 - 01/2021

Rescape Innovation Ltd

Cardiff, UK

- Designed and led implementation of features for DR.VR, a multi-platform tool used in healthcare
- Designed bespoke VR experiences, applying empathy principles to maximise therapeutic effect
- Led architecture/development, managing scoping & roadmaps to ensure user stability on mobile VR
- Established/managed mobile VR optimised content pipeline and deployed across hardware targets

Story Sign - Product Architecture and Development (Contract)

08/2018 - 01/2019

Aardman Animations Ltd

Bristol, UK

- Led development of UX-heavy app that translates physical books to sign language via OCR/ML
- Architected and delivered interaction design to enhance the experience for visually impaired users
- Designed/developed in-house CMS to manage remote content, ensuring scalable content pipeline

Legends of the Sky - Product Architecture and Development (Contract)

02/2018 - 06/2018

Rant/Cadw

Cardiff, UK

- Blended design contribution with technical leadership to guarantee seamless UX across bespoke hardware configuration

Treasure Hunters - Development Lead (Contract)

08/2017 - 02/2018

Aardman Animations Ltd

Bristol, UK

- Led development and directly contributed to the UX and design, including designing and implementing various UI animations and user interactions for the application

Dylan's Den - Design and Development Lead (Contract)

06/2016 - 01/2017

Rant

Cardiff, UK

- Led development and guided the design team for a digital pet app
- Oversaw the implementation of complex UI features, including mini-games and an extensive in-game shop with over 75 customisation items

Teletubbies - Design and Development Lead (Contract)

09/2015 - 03/2016

Complete Control/BBC

Bristol, UK

- Led development and designed the mini-games, interactions, and overall UX for the CBeebies Playtime app, focusing on an engaging experience for a young audience