



EXPERIENCE

7+ Years

PORTFOLIO & CONTACT

CAPSULE

JULY 2025 - PRESENT

FOUNDER & PRODUCT / DESIGN LEAD

Founded Capsule, an early-stage consumer product exploring a more intentional, emotionally nuanced approach to digital connection. Own strategy, product definition, UX/UI, interaction design, prototyping, technical direction and hands-on iOS development. Defined the core interaction systems and translated an exploratory vision into a coherent, technically feasible experience through rapid prototyping and iteration. Work independently across product, design and engineering, balancing immediate execution with long-term product direction.

alexandermorris.co

(+971) 55 157-7897

contact@alexandermorris.co

www.linkedin.com/in/amorrisdesigns/

[orrisdesigns/](https://www.linkedin.com/in/amorrisdesigns/)

CORE EXPERTISE

Product Strategy

Product & Interaction Design

0→1 Product Development

Design Systems & Rapid

Prototyping

Spatial / 3D Interaction & Motion Design

Technical Product Design

Design-to-Runtime Systems

User Research & Validation

JADU AR

JULY 2022 - JULY 2025 - REMOTE UAE

PRODUCT DESIGNER

Core design team member shaping Jadu's consumer AR mobile product across strategy, UX/UI, motion and spatial experiences. Led key product flows and interaction systems from concept through implementation in Unity with product and engineering. Built a Rive-to-runtime pipeline: authored dynamic UI and reward flows with real-time interaction, motion and responsive behaviour, delivered through one implementation-ready link. Engineering could consume production-ready behaviour without rebuilding it. Established motion, haptics, spatial interaction and SFX workflows; refined shipped experiences through analytics, research and usability testing.

TOOLS & TECHNOLOGIES

Figma

Rive

Spline

After Effects

Analytics

AI-assisted development (Codex / Claude)

iOS Development (Xcode / SwiftUI)

IBM

JANUARY 2022 - MAY 2022 - REMOTE USA

UX DESIGNER

Designed IBM Business Automation workflows through research, journey mapping, prototyping and usability testing in an Agile team. Translated user and business needs into production-ready UX.

EDUCATION

MA Interactive Design - 4.0 GPA

SCAD - 2021

BSc Computer Science

Lancaster University - 2018

KIN

JULY 2021 - JANUARY 2022 - REMOTE USA

PRODUCT DESIGNER (CONTRACT)

Designed customer-facing insurance experiences from research through production with product, engineering and marketing. Contributed to Kin's responsive design system and consistency across product experiences.

SELECTED RECOGNITION

Awwwards

Honourable Mention & Mobile Excellence

ADA

Interaction Design Winner

Indigo

2× Gold · 3× Silver · 5× Bronze

PROTOTYPE INTERACTIVE

FEBRUARY 2019 - SEPTEMBER 2019 - UAE

JUNIOR UI DESIGNER

Responsive web and mobile interfaces for agency clients.