ALEXANDER MORRIS

PRODUCT & INTERACTION DESIGNER

EXPERIENCE

6+ YEARS' EXPERIENCE

CAPSULE

JULY 2025 – PRESENT

FOUNDER, PRODUCT & DESIGN

Founded Capsule, an early-stage consumer iOS product, currently in stealth, exploring a more intentional, emotionally nuanced approach to digital connection. Lead strategy, product, UX/UI, interaction design and prototyping, and direct AI-assisted iOS engineering (Claude Code, Codex) from concept to working builds. Details available under NDA.

JADU AR

JULY 2022 – JULY 2025 – UAE (REMOTE)

PRODUCT DESIGNER

Core member of the design team behind Jadu's consumer AR apps, including its flagship (rated 4.8 from 10,000+ App Store ratings; peaked at #34 in Entertainment) and Panic AR (rated 4.9). Worked across product strategy, UX/UI, visual and interaction design, motion and spatial experiences, leading key flows from concept through Unity implementation. Created a motion-token handoff system and introduced Rive as the team's standard for motion and interactive UI, authoring complex, data-driven experiences for direct engineering integration. Refined shipped experiences through analytics, research and usability testing.

IBM

JANUARY 2022 – MAY 2022 – USA (REMOTE)

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.

Role concluded following H-1B lottery non-selection, which prevented continued US employment.

KIN

JULY 2021 – JANUARY 2022 – USA (REMOTE)

PRODUCT DESIGNER (CONTRACT)

Owned the redesign of Kin's internal policy administration system, streamlining how insurance agents generate live quotes for prospective clients on calls. Also designed customer-facing insurance experiences, working from research through production with product, engineering and marketing, and contributed to Kin's responsive design system and cross-product consistency.

PROTOTYPE INTERACTIVE

FEBRUARY 2019 – SEPTEMBER 2019 – UAE

JUNIOR UI DESIGNER

Responsive web & mobile interfaces for clients including DAMAC Properties and WWF.

PORTFOLIO & CONTACT

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CORE EXPERTISE

Product Strategy
Product & Interaction Design
0→1 Product Development
AI-directed product engineering
Design Systems
Rapid Prototyping
Spatial / 3D Interaction
Motion Design
Design Engineering
User Research & Validation

TOOLS & TECHNOLOGIES

Figma
Rive
Spline
After Effects
Analytics
AI-assisted development (Claude Code / Codex)
iOS Development (Xcode / SwiftUI)

EDUCATION

MA Interactive Design - 4.0 GPA
SCAD (2019 – 2021)

BSc Computer Science
Lancaster University (2015 – 2018)

SELECTED RECOGNITION

Awwwards
Honourable Mention & Mobile Excellence (2021)

ADA Awards
Interaction Design Winner (2024)

Indigo Design Awards
2× Gold · 3× Silver · 5× Bronze (2021)