

tm@thomasmorrell.com
912 461 1885
thomasmorrel.com
LinkedIn.com/in/
thomasmorrelldesign

Get in touch.

Thomas Morrell

Experienced design leader seeking to join a dynamic team to help drive product design excellence and team growth. Eager to craft meaningful digital experiences by contributing strategic thinking, with hands-on expertise and a coaching mentality.

Skillset

UX Design
UI Design
Product Strategy
Design Management
Prototyping
Interaction Design
Workshop Facilitation
Design Systems
Branding
Art Direction

Craftsmanship

Figma, Sketch
Freehand, Figjam, Miro
Adobe Creative Suite
Procreate
Jira, Trello, Basecamp
Notion
Keynote

Experience

Lead Product Designer at Advisor Engine

Oct 2020 – Current

At AdvisorEngine, a forward-thinking fintech company, I play a dual role as an individual contributor and design coach, shaping the vision for a revolutionary wealth management suite trusted by 1,200+ firms managing \$600 billion in assets. I help define and refine our digital experiences, guiding end-to-end design processes and collaborating closely with clients to gather insights for continuous product enhancement.

A significant highlight of my role involves partnering with cross-functional teams, particularly in the realm of design system development. This initiative was pivotal in orchestrating a CRM overhaul, a net-new Dashboard service, new financial planning tools, and updating outdated UI patterns across the platform. The design system serves as the backbone for these transformative changes.

Furthermore, I took on the responsibility of coaching and upskilling a junior design team, entrusted to me by a past manager who recognized my leadership and mentoring abilities. This experience allowed me to contribute to the team's growth while reinforcing my commitment to fostering a collaborative and innovative design culture.

Lead Product Designer at Prudential

July 2018 – Oct 2020

As the design lead for the Prudential Retirement mobile app, I helped orchestrate a remarkable transformation, turning a once-rated 1.2-star app into an award-winning 4.7-star rating on both iOS and Android platforms. This achievement was more than a numerical boost; it represented a user-centric overhaul that streamlined fund allocation, investment transfers, and contribution management. Notably, this and other projects I was a part of played a pivotal role in the sale of the business unit, highlighting the tangible impact of design on business success.

Beyond the screen, I worked to cultivate strong partnerships with business and technology, reinstating mutual respect and making innovative thinking a cornerstone of our digital product offerings. My contributions extended to the broader team, where I helped foster a culture of learning by mentoring junior designers, leading design sprints, conducting user research, and enhancing the user experience for millions of customers.

UX Manager at IDT Corporation

Oct 2017 – July 2018

In my role at IDT, a leading player in Communications and Payment Services, I led a global team of ten designers and front-end developers through a transformative journey to enhance customer experiences across digital touch points, including native apps, mobile websites, retail POS, vendor portals, and digital kiosks.

I personally oversaw the redesign of two key native mobile apps, Boss Revolution Calling and Money Transfer, which together achieved stellar app store ratings of 4.5+ stars, 5 million+ subscribers, 11.3 billion calling minutes annually, \$2.5 billion in money transfers annually, and 41 million+ mobile top-up transactions annually.

tm@thomasmorrell.com
912 461 1885
thomasmorrel.com
LinkedIn.com/in/
thomasmorrelldesign

Get in touch.

Thomas Morrell

Experienced design leader seeking to join a dynamic team to help drive product design excellence and team growth. Eager to craft meaningful digital experiences by contributing strategic thinking, with hands-on expertise and a coaching mentality.

Mentorship

User Experience Mentor & Career Coach at Springboard.com

Mentored UX Design students in a nine-month career boot camp, offering 1-on-1 coaching sessions covering diverse aspects of UX design. Addressed topics ranging from identifying design problems to conducting user research, sketching solutions, and delving into visual design details.

Creator & Host of the UserFlows Podcast

I created this podcast in order to scale the UX Design & Career conversations I was having 1 on 1 with design students and others interested in the field.

Notable episodes:

Episode 8 - [Building UX Products with Impact!](#)

Episode 12 - [The journey from UX Mentee to UX Mentor](#)

Experience (continued)

UX/UI Lead Developer at [Aon Hewitt](#)

Dec 2015 – Oct 2017

As a design leader for an innovative enterprise technology suite, I directed the overall UX architecture, UI, aesthetic, and brand development of web-based applications supporting Employee Engagement and Leadership consultants.

Collaborating closely with executive and development teams, I facilitated design thinking workshops to uncover customer insights and conceptualize the product vision across the digital ecosystem. Building and leading a globally dispersed design team, I oversaw the execution of wire frames, user flows, high-fidelity prototypes, front-end development, and a robust design system. Additionally, my role involved recruiting, interviewing, hiring, and placing design talent on product groups throughout the organization. The products and teams we built played a crucial role in the eventual sale of the business unit to BlackRock.

Owner & Creative Director of [Swell Media Group](#)

2009 – 2015

As the co-founder and leader of a marketing and design studio, I played a pivotal role in serving diverse clients across various industries, including interior design, food services, architecture, and manufacturing. I functioned as the primary resource for branding and digital marketing campaigns, effectively managing teams, time lines, budgets, and engaging freelance developers. Clients included: Novartis Pharmaceuticals, Aon Hewitt, Zabar's, The International Sign Association (ISA), MetLife, and several mid-size businesses.

Lead Graphic Designer, [Zeff Design](#)

2006 – 2009

Art Director, [Touneau Watches](#)

2004– 2006

Graphic Designer, [Department.X](#)

2002– 2004

Education

Interaction Design Specialization UC San Diego Design Lab

2015

I received a certificate for completing an 8-course series focused on human-computer interaction, social computing, interaction design, research, prototyping and more. With instructors like Scott Klemmer and Don Norman this was an excellent program.

Bachelor of Arts from Coastal Carolina University

1998 – 2002

Recipient of a full scholarship to serve as the Art Director of Tempo Magazine, a student-led publication awarded Best of Collegiate Design by the College Media Advisers Association under my direction in both 2001 & 2002.