

# DAVID MORLEY

EXECUTIVE CREATIVE LEADER  
EXPERIENCE DESIGNER  
DIGITAL INNOVATOR

## PROFILE

I am a UX/UI designer by trade, a creative director, team leader, and executive creative partner. For the last 20 years I have been working to build the digital dreams of clients ranging from global brands like the Ford Motor Company, to beloved institutions like the Georgia O'Keeffe Museum in Santa Fe. Over the course of my career I have developed a deeply-rooted passion for the power of creativity and human-centered design to invent novel user experiences that delight the heart, engage the mind, and respect the human spirit.

## CONTACT

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## EXPERIENCE

08/22 - Present

### Group Creative Director – Experience Design

*Signet Jewelers*

I manage a team of 21 UX professionals including creative directors, UX/UI designers, and UX copywriters in the day-to-day work of supporting Signet's suite of global retail jewelry brands – Jared, Zales, Kay, Banter, and more. I am responsible for setting the creative vision and maintaining high standards for our UX design. I am also responsible for the evolution of department processes, updating our work methods, defining career paths, and advocating for design innovation. My weekly activities include running Crit (Critique) to review and synchronize on new work with the entire creative team, mentoring and managing staff, meeting regularly with my leadership team, product teams, and project teams.

10/21 - 05/22

### Director of Enterprise User Experience Design & Research

*iHeartRadio*

My mission was to creatively support the critical business applications that are the backbone of iHeartRadio operations: on-air talent and advertising sales executives. The UX Design and Research team represented the voice of business users and stakeholders throughout all phases of the application development life cycle.

Key responsibilities of the UX team included:

- + Research: User interviews, shadow sessions, persona development, journey mapping
- + Modeling: Information architecture, wireframing, paper prototyping, screen flows
- + Design: Low- and high-fidelity page designs, clickable prototypes, conceptual mockups, interaction design, user testing and feedback sessions
- + Operations: maintenance and governance of the design language system to ensure it was being used and used properly

10/20 - 10/21

### Head of Product Experience

*Music.com - A Pharrel Williams Company*

I served as lead strategist and head of product experience during the critical start-up and launch phases of the company. I lead multiple teams of user experience designers, information architects, and copy writers to develop the first prototype of the website. This involved brainstorming sessions, user research, wireframing, experimentation, and lots of open debate about what the key value proposition of this service was going to be.

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## SKILL SET

I have a wide range of skills that I draw on at various times and in various ways to support project work.

Current Daily Focus:

- + Design Language Systems
- + Experience Design
- + Information Architecture
- + Figma
- + Miro
- + Video Editing

Professional Tools:

- + Photoshop
- + Illustrator
- + Sketch
- + Premiere
- + After Effects
- + Balsamiq
- + Fusion 360
- + WordPress
- + Shopify

Special Interests:

- + 3D Printing
- + Arduino
- + Maker Space
- + Generative AI
- + MidJourney

## EXPERIENCE CONTINUED

06/18 - 10/20

### Design Director - Digital Innovation

*USAA Labs*

I led a team of seven designers and a creative producer through the creation of innovative new user experiences (UX) and user interfaces (UI) design for USAA. This included design explorations, sketches, clickable prototypes, design thinking workshops, brainstorming exercises with key stakeholders, user-feedback sessions, and other design tactics that support the rapid exploration of new products, services, and features. My team was also responsible for identifying design patterns in new products to leverage USAA's newly developed design language system. This was critical to ensuring smoother transitions of our concepts into USAA's various lines of business.

06/10 - 05/18

### VP, Group Creative Director

*Rockfish Digital / VML*

I managed a team of 12 creative professionals, including creative directors, UX/UI designers and copywriters in their daily client work. As GCD, I was also responsible for growing project revenue by building and fostering strong client partnerships that included a \$15 million portfolio of clients. My work directly inspired shifts in digital consumer strategies for clients like Banfield Pet Hospital, Ford, General Mills, Microsoft, P.F. Chang's, Sam's Club, Southwest Airlines and Walmart. I was also frequently a team captain in Rockfish's Rapid Innovation Workshops (aka hackathons) where I was an outspoken advocate for digital transformation and innovative customer experiences that fundamentally changed how consumers interact with brands.

## EDUCATION

December 1996

### Stephen F. Austin State University

*Bachelor of Science, Mass Communications*