

Richard Morland

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PROFESSIONAL SUMMARY

Strategic and hands-on Global Head of UX and design specializing in bridging complex enterprise legacy systems with next-generation platforms, automated component systems, and Human-AI Interaction (HAI) frameworks. Operating with a collaborative, player-coach philosophy, I combine high-level service blueprinting with deep tactical execution in design tokens, token-to-code automation pipelines, and "Secure by Design" infrastructure. Proven track record of navigating strict regulatory guardrails alongside product and engineering squads to eliminate friction, scale design craft without bureaucracy, and deliver measurable commercial growth.

CORE COMPETENCIES

- **Design-to-Code Systems:** Architecting global token structures, automated component variants, and centralized asset governance for multi-brand scale.
- **AI-Driven Orchestration:** Deploying Human-AI Interaction HAI frameworks, conversational interfaces, and trust-mapping for operational accountability.
- **Strategic Service Experience:** Leading end-to-end service blueprinting, Lean UX validation, and directing multidisciplinary squads to bridge technical silos.
- **Operational Excellence:** Navigating strict regulatory guardrails and technical frontend partnerships to accelerate delivery velocity through DesignOps.
- **Product & Conversion Growth:** Driving growth through heuristic auditing and data-informed product bets to deliver measurable commercial impact.

PROFESSIONAL EXPERIENCE

HSBC | Innovation & AI Manager *London, UK (Hybrid) | Sept 2025 – April 2026*

- **Championed AI-First Workflows:** Led design thinking and high-fidelity conversational prototyping for internal global Generative AI adoption, utilizing a "human-in-the-loop" model to safely accelerate deployment within a highly regulated environment.
- **Defined Trust & Control Boundaries:** Mapped internal operational friction points and user trust gaps between automated tools and global teams, replacing complex data-access workflows with intuitive conversational interfaces.
- **Delivered Cross-Functional Literacy Programs:** Designed and scaled weekly prompt-engineering training frameworks and support channels for 14,000+ global staff, rapidly accelerating internal tool adoption and aligning business intent with LLM logic.

DIAGEO | Global Head of UX & Design DTC *London, UK (Hybrid) | Oct 2018 – Aug 2025*

- **Scaled Iconic Design Systems:** Architected and deployed the multi-brand design system for 120+ brand web properties across 180+ markets, enforcing built-in accessibility compliance (WCAG 2.1 AA) at the atomic component layer.
- **Resolved Tech Adoption Friction:** Navigated deep engineering alignment battles by establishing a pragmatic hybrid migration path; collaborated with tech leads to utilize a baseline `shadcn` out-of-the-box solution for immediate launch velocity, before refactoring variants into highly brand-flexible tokens that pushed code straight to production UI.

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- **Delivered Craft at Scale:** Consolidated fragmented global agency networks into a centralized, data-driven workflow, slashing end-to-end development costs by 30% through front-end aware component reusability.
- **Optimized Continuous Experimentation:** Pioneered a culture of rapid testing on entry flows and compliance modules, validating a 10% conversion uplift that generated ~\$9M in incremental revenue.

WONGDOODY (INFOSYS) | Design Service Lead *London, UK | Jun 2016 – Oct 2018*

- **Retail Transformation:** Partnered with Fortune 500 retail and tech clients to translate complex business challenges into clear, actionable Service Design strategies.
- **Cross-Functional Leadership:** Assembled and directed multidisciplinary teams to deliver large-scale digital transformation projects.

FJORD (ACCENTURE) | UX Program Manager *London, UK | Nov 2015 – Jul 2016*

- **Agile Service Design Integration:** Championed the integration of Agile service design principles into legacy waterfall operations, overhauling the home-buying customer lifecycle by bridging in-branch physical retail advisor tools with consumer mobile applications.

METHOD INC | UX Client Program Manager *London, UK | 2014 – 2015*

- Led transformative client engagements, ensuring user experience drove product definitions.

AKQA | UX Program Manager (Nike+) *London, UK | 2012*

- Spearheaded the integration of physical hardware and digital storytelling for immersive, kinetic "Phygital" innovations during the 2012 Olympics.

IMAGINATION LTD | Project Director (Ford) *London, UK | 2011 – 2012*

- Project Director for **Ford** Vehicles Experience and Visual Design system with embedded critical safety validation for innovative automotive HMI systems, overcoming unique hardware constraints in multiscreen and Head-Up Displays.

BBC FM&T UX Design Project Manager *London, UK | 2006 – 2011*

- Delivered **V1 BBC iPlayer** for ground-breaking VOD service managing Design teams and partners on day to day delivery. Created interactive second-screen ecosystems, unlocking vast archives for user co-creation

TECHNICAL SKILLS:

- **Design & Systems:** Figma, Supernova, Vercel, Keynote, Miro, Adobe Creative Suite.
- **Data Analytics:** GA4, Quantum Metrics, Usertesting, Hotjar, Clarity
- **Gen AI:** Prompt Engineering (Gemini, Claude, Perplexity), LLM Integration Strategy.
- **Product & Delivery:** Jira, Azure DevOps, Microsoft 365 (Teams, SharePoint, Excel).
- **Technologies:** Python, React, Java, HTML/CSS understanding, IoT Sensors

EDUCATION & CERTIFICATIONS

BSc (Hons) Optoelectronic Engineering and Laser Physics | University of Northumbria

Certifications: Responsible AI (LinkedIn Learning), Agile Scrum Master, PRINCE2 Practitioner, Google Data Analytics Certificate (In Progress).