



Morgan Carter

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Head of Design with 11 years leading design strategy across B2B SaaS, EdTech, and Ecommerce. Skilled at scaling distributed teams, defining design systems, and integrating AI into products and design workflows. Passionate about turning complex ideas into intuitive, beautiful products.



Medify

Head of Design

2016–2018, 2023–present (Rejoined company to lead design during rapid expansion phase)

- **Led distributed design team** across product and marketing for 200k+ students
- Built a unified **design system** in Figma mapping directly to React + Rails
- **Cut churn by 15%** in two weeks with a critical billing project
- Introduced **Posthog** to track and measure success of feature releases
- Coded **data visualisations using D3.js** implemented directly into React
- **Prototyped AI features** using OpenAI API with vibecoded Bolt prototypes
- Defined scalable illustration system **coordinating 5 illustrators** creating hundreds of illustrations

Ortto

Senior Product Designer

2021–2024

- Led transition from **Sketch to Figma** ("why did we not do this sooner?")
- **Contributed to hiring strategy** for product and marketing designers
- Designed **internal AI features** to assist sales teams in demos
- **Negotiated Framer contracts** and led migration from Next.js, saving hundreds of developer hours
- Ensured WCAG 2.1 AA **accessibility compliance** in light and dark mode product and marketing website during rebranding

Merchstack

Founding Designer

2020–2021

- Sold discovery process to enterprise clients for **6 figures pre-product**
- Designed **custom Ecommerce solution** for Clorox to assist with bootstrapping Merchstack product

Bolstr

Founder

2020–2021

- **Self-taught back-end development in 3 months** to launch MVP
- Reached **700 DAUs in 4 weeks** before being forced to shut down by Covid
- Conducted extensive **user research and sales**

Mailchimp Open Commerce (formerly Reaction Commerce) – Frasers Labs

Lead Product Designer

2018–2020

- Led the design of bespoke enterprise Ecommerce solution saving upwards of **US\$1.5million/year** in licensing fees
- New solution **outperforming YoY figures by 31%**, despite being on a young platform lacking major features
- Led design of new **open source** Operator Tools for Reaction Commerce, in tandem with ex-Netflix PM
- Developed **open source design culture** across 3 globally distributed remote companies

Propflow – Frasers Labs

Founding Designer

2018–2020

- Led a design sprint in London, then completed MVP designs in subsequent **9 weeks**
- Secured **US\$1.5million** in committed funding with MVP designs

Various projects (Freelance)

Freelance Product Designer and Front-end Developer

2015–2018

- Worked with a variety of small startups focusing on **0 → 1** product launches.
- Redesigned Medify's product suite, **doubling sales** in the following year
- Took GearStream into beta with enterprise clients such as **Comcast** and **JP Morgan**
- Led design sprint for Aeroster as part of Qantas AVRO x Slingshot program, and **launched MVP in 10 weeks**

Deputy

Product Designer

2014–2015

- Refactored legacy versions of desktop app into a unified vision, helping grow userbase from **40k to 270k** within a year

Stackla

Product Designer

2013–2014

- **First design hire** at a 6-month old startup. Led implementation of **responsive** iframe widgets