Anton Morrison

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EDUCATION

University of Glasgow
BSc (Hons) in Computing Science

Stanford University
Human-Centered Generative AI

Business Opportunities and Applications of Generative AI

Technical Fundamentals of Generative AI

Section School
AI Expert

Product Strategist

LANGUAGES

English (Native)

Spanish (Conversational)

French (Beginner)

Design and technology leader with decades of experience spanning User Experience Design, software development, and AI-enhanced design. Known for turning complex challenges into simple, human-centered solutions. Projects span industry leaders such as Google, Disney, Pfizer, Visit California and more. Known for positive energy, Recognized for mentoring cross-functional teams and turning complex challenges into clear, engaging design solutions.

Mogul | Co-Founder
Montreal & London | 2022 – Present

Founded and independently run a fully remote design and development consultancy delivering UX strategy, UI design, and AI-enabled LMS platforms tailored for the global travel and education sectors.

Key Achievements

- Built and scaled an international remote team of onshore and offshore specialists to deliver top-tier quality at a fraction of traditional costs.
- Rebuilt a legacy travel trade LMS platform from the ground up, modernizing both experience and infrastructure.
- Partnered with **Penn University** to brand and build an online platform advancing Rigor in Science.
- Integrated AI early to streamline internal operations and deliver smarter research, content, and user journeys.
- Surpassed $500k revenue in the first year of operations.
- Personally promoted Mogul through international conference speaking engagements and industry events.
- Clients include: **Visit Korea, Visit California, Visit Seattle, Malta Tourism, Kenya Tourism, Fiji Tourism, Vail Resorts, Grenada, Visit Cabo, oneworld alliance, LATAM, I Prefer Loyalty Group**.

Appnovation | VP Experience & Design
Montreal | 2017 – 2022

Led design and digital transformation initiatives at a full-service digital agency, growing UX capabilities and establishing design innovation practices while delivering solutions for enterprise clients across diverse industries.

Key Achievements

- Built and scaled a global UX and UI practice, embedding user research as a strategic driver across delivery and pre-sales functions.
- Founded the Design Innovation department, establishing a DesignOps framework to scale systems thinking, education, and quality across teams.
- Created a scalable discovery and research framework used across global teams—improving insight quality, design outcomes, and operational efficiency at scale.
- Led the creation of design systems for three global pharmaceutical organizations—Ipsen, Pfizer, and Boehringer Ingelheim—each powering 100+ brand and market sites with consistent, scalable UI architecture.
- Directed a three-month research and UX redesign for Disney Streaming in Latin America, leading evaluation, user testing, and experience optimisation for regional audiences.
- Led the Visit California account for over four years, delivering multiple award-winning digital experiences—including the immersive *Dream Theater* campaign launched alongside their Super Bowl ad—and reshaping their content strategy through journey-based research insights.
- Acted as a strategic partner to business development—co-creating positioning, pitch decks, and solution narratives that won major global accounts.
- Presented at international conferences and client summits on the evolution of enterprise design systems and the future of AI-augmented design.
- Clients include: **9/11 Memorial, Air Canada, ASCD, Avalere Health, Blue Cross Blue Shield of North Carolina, Boehringer Ingelheim, Coca-Cola, Columbia University, CorePower Yoga, Disney, FTSE Russell, GroupBy, IPSEN, Looker, Manitoba Blue Cross, NVA, Pfizer, Salesforce, Sesame Street, TCL, Videotron, YETI**.

Black Diamond | Head of Digital
London | 2012 – 2017

Built and led digital capabilities at a specialized travel marketing agency, delivering award-winning platforms for major airline and tourism clients.

Key Achievements

- Built and led a 15-person in-house design and development team focused on delivering high-impact digital experiences.
- Created the award-winning **Brand USA Discovery Program LMS**, setting a new standard for travel trade education.
- Delivered campaigns and digital solutions for **British Airways, Air New Zealand, Visit California, and Brand USA**.

TasterLab | Tech & Design Lead
Buenos Aires | 2011 – 2012

Freelance | Full Stack Developer & UX/UI Designer
Barcelona | 2008 – 2012

2FluidCreative / 2Fluid | Web Developer & Designer
Glasgow | 2002 – 2007