

# Glenn Moris

Product Designer & Digital Craftsman

moris.glenn@icloud.com · github.com/GlennMoris · Zürich, Switzerland  
linkedin.com/in/glenn-moris-a0494663

---

// profile

## *Designer who codes. Architect who ships.*

I design products where complexity meets clarity. For over 15 years I have shaped digital experiences. From agencies and startups to leading UX for one of Switzerland's most innovative fintech platforms.

At Leonteq AG I built the design system powering structured products, crypto trading tools, and enterprise applications used by institutional clients worldwide. What drives me is making highly technical, data-rich systems feel intuitive.

I actively integrate AI into my workflow, using Claude daily for ideation and prototyping. AI doesn't replace craft. In the right hands, it accelerates it.

---

// experience

## Experience

### Leonteq AG

2018 – Present

Head of UX Design · Lead Product Designer  
Zürich, Switzerland

- Designed and developed the Leonteq Design System (Moneypenny) from the ground up. Component architecture and visual standards across all product lines
- Led UX for Stargate 2.0: complete redesign of corporate website and trading management application
- Designed crypto structured products platform, translating complex financial instruments into intuitive interfaces for professional traders
- Built the Leonteq HUB, an application ecosystem unifying multiple trading and management tools
- Leading a team of 4 designers across multiple product lines

### Leonteq AG

2017 – 2018

Senior UX Designer  
Zürich, Switzerland

- Introduced Lean UX methodology across 6 Agile product teams
- Established end-to-end UX design process and documentation standards

### Swiss Startup Factory

2015 – 2017

UX/UI Design Consultant  
Zürich, Switzerland

- Design consultant for accelerator-stage startups across fintech and consumer sectors
  - Founding designer for Weavr AG, a VR storytelling platform (concept to prototype)
-

## SR Technics

2012 – 2015

Designer  
Zürich, Switzerland

- Private aircraft interior design for VIP and commercial clients

## Glenn Moris Studio

2008 – 2012

Designer  
Belgium

- Architecture and interior design for corporate, residential, yacht, and private aircraft projects

// selected\_work

## Selected Projects

### Leonteq HUB

2023

4 designers, 12 engineers · 10 months

The Creative Cloud for Leonteq. One place to discover, launch, and interact with every application. Replaced scattered Confluence pages with a living app ecosystem. Every tool has a profile, owner, docs, and one-click access. Micro-frontend integration surfaces features across apps.

87% faster tool discovery · 3-day onboarding (was 3 weeks) · 1,200+ DAU · 4.7/5 satisfaction

Product Design · Enterprise · Micro Frontends · Vue.js

### Money Penny Design System

2020

4 designers, 4 engineers · 18 months

Built from scratch in Vue.js, adopted across 8 product teams. Semantic token layer with 100% Figma-to-code parity. 60+ production components with TypeScript, Storybook, and accessibility annotations. Governance via RFC, semver releases, automated visual regression.

60+ components · 8 teams migrated · 50% faster UI dev velocity

Design Systems · Vue.js · Storybook · Figma · npm

### Crypto Structured Products

2022

2 designers, 6 engineers · 5 months

Institutional crypto instruments platform. Introduced parametric SVG payoff diagrams as first-class UI, turning abstract mathematics into visual shapes communicating risk and return instantly.

40% faster discovery · 60% fewer support queries · 3x engagement

UX Design · Fintech · Crypto · Data Visualization

### Lynqs AMC Management

2021

1 designer, 8 engineers · 10 months

Real-time cockpit for portfolio managers running actively managed certificates. For expert users, information density is a feature, not a flaw. The design challenge is organisation, not simplification. Multi-step rebalancing workflow with risk exposure at each decision point.

65% faster rebalancing · 0 errors post-launch (was 3-4/month)

Product Design · Fintech · D3.js

## Digital Products Bureau

2024

Solo · 3 months to launch

Subscription design service, fully automated. Stripe handles billing, Linear manages requests, Vercel cron syncs status to client dashboard. Entire client lifecycle automated end-to-end.

0 hrs admin/client · 2-day avg turnaround · 100% retention at 6 months

Full-stack · Next.js · Stripe · Linear API · Vercel

---

// on\_designing\_for\_ai

*“Most AI products fail not because the model is wrong, but because the interface never taught the user when to trust it.”*

### Translation

AI can do things humans can't fully describe or predict. Design is what makes that legible. Not by hiding the complexity, but by giving it a shape people can reason about.

### Trust

Trust isn't a feature you add at the end. In AI products, it's the design problem. Every label, every empty state, every affordance either builds or erodes the user's sense of what the system can and can't do.

### Stakes

I came from fintech. Bad design there doesn't just create friction. It creates losses. AI raises those stakes further. The interfaces we build today are teaching people how to relate to intelligent systems for the rest of their lives.

*That responsibility is the work worth doing.*

---

// education

## Education

### University of Cambridge

2025

Certificate in Human Computer Interaction for AI

AI-assisted design tools, AI product design.

### CareerFoundry

2015 – 2016

Certificate in Interaction Design & Web Development

Bridge between design craft and engineering.

### Academy Genk

2005 – 2008

Diploma in Architecture

Spatial thinking, proportional systems, user-centred environments.

### XIOS Hogeschool

2003 – 2005

Bachelor of Computer Science

Systems thinking and technical foundations.

---

// skills

### Design

Figma · Design Systems · AI Product Design · Interaction Design · Visual Design · Prototyping · Lean UX

### Development

Vue.js · React · Next.js · TypeScript · Tailwind CSS · Storybook · Front-end Development

### Domain

Fintech · Crypto / DeFi · Enterprise SaaS · Design Tokens · Component Architecture · Claude AI

Glenn Moris · Product Designer · Zürich