

MOLLY MORRELL

Human-centred designer & technologist · Service design · Research · AI prototyping
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PROFILE

I design services around the people who use them, and I can build the working version. At PolyAI I design and launch AI agents that answer customer calls and chats for healthcare and insurance organisations. That covers mapping the caller journey, running client workshops, writing the Python and improving the service from live call data. Before that I spent 3.5 years in CX and product at Ford Pro: customer and dealer research, journey mapping and service blueprints for pan-European pilots, a CX measurement programme across 7 markets, and an AI tool for summarising customer feedback. MEng Design Engineering, Imperial College London.

EXPERIENCE

PolyAI, London — Agent Designer Mar 2026 – Present

AI company automating customer service calls. Designed, built and launched voice and chat agents for 3–5 client organisations at a time.

- Designed and launched the patient phone line for a US healthcare provider, handling appointment booking, cancellations and identity checks, from client testing through go-live and beyond.
- Built a claim-status service and a new webchat channel with Salesforce handoff for a UK health insurer.
- Improved a multilingual (Dutch/French/English) booking agent used across 100+ Belgian healthcare practices, so patients could book in their own language.
- Used live call data to find where experiences broke down and fixed them, writing Python functions, API integrations and metrics where prompts weren't enough.
- Ran client workshops and training so client teams could manage their own agents; updated onboarding for new Agent Designers.

Ford Pro, UK — CX Insights Specialist Sep 2024 – Mar 2026

- Designed and validated future-state customer and dealer journeys and service blueprints for pan-European dealer pilots, through cross-functional workshops.
- Built the pilots' measurement framework and a PowerBI dashboard combining GCP, Medallia and Oracle data.
- Designed an AI tool that summarises customer feedback with Ford's MarTech team (requirements, prompts, data and validation), projected to save 254 days of manual reporting a year.

Ford Motor Company, UK — Digital & Product Innovation Graduate Sep 2022 – Sep 2024

- **CX Metrics:** Co-initiated Ford Pro's European CX metrics function, launching 6 customer feedback programmes across 7 markets.
- **Junior Product Manager:** Redesigned the customer interview process for product teams and trained ~30 product managers across North America and Europe.
- **Process Optimisation:** Built Excel/VBA automations that check special-vehicle orders against build specifications, saving ~8 hours a week of manual checks.
- **Electrification:** Used Ford's internal LLM to synthesise research into the "EcoDrive Challenge", a behavioural-design concept to encourage EV adoption.

Amazon, UK — Operations Intern Mar 2021 – Sep 2021

- Built a delivery-partner performance model that contributed to a ~70% reduction in "Delivered Not Received" concessions.
- Ran UX research (eye-tracking, Python web crawlers) that informed the redesign of Amazon's last-mile logistics software.

dunnhumby, UK — Technology Intern (PMO) Jul 2020 – Aug 2020

- Built PowerBI risk and status dashboards for client deployments and wrote the onboarding course for new project managers.

EDUCATION

Imperial College London — MEng Design Engineering, 2:1

2018 – 2022

- **Master's project, Identification in a Digital Age:** designed a physical "hard wallet" for digital credentials, using mixed-methods user research and statistical analysis to test how physicality and aesthetics shape people's attachment to products.
- **NXT LVL:** co-founded a B2B fitness-tech venture; led user research, gamification design and prototyping of an avatar-driven fitness platform, including a value-sensitive design study and ethical assessment.
- **Heron:** researched employee monitoring and designed a health-monitoring earpiece to reduce workplace stress and disengagement, weighing the ethics of fair workforce management.
- **Design Psychology:** designed a behavioural intervention and psychometric study plan to improve early adolescents' digital literacy and smartphone self-control.

AWARDS & CERTIFICATIONS

- **Autocar Great Women 2025, Rising Star, Digital category winner** for Ford Pro's CX feedback programmes and AI summarisation tool
- RCA Service Design Masterclass (2025)
- IxDF User Research: Methods & Best Practices, Distinction (2025)
- Salesforce Certified AI Associate (2024)
- Forrester Mastering Customer Experience (2024)

SKILLS

- **Research & service design:** user research (qualitative and quantitative), journey mapping, service blueprinting, workshop facilitation, concept testing, behavioural design, requirements writing
- **AI & prototyping:** conversational AI and agent design, LLM prompting and workflows (Claude, Claude Code), Python, REST APIs, Git
- **Data & CX platforms:** CX metrics (NPS, CSAT, CES), SQL, PowerBI, Tableau, GCP, Excel/VBA, Salesforce, Medallia, Qualtrics
- **Design & CAD:** Figma, Fusion 360, SolidWorks
- **Languages:** English (native), French (limited working)