



Markus Morley

Senior Product Engineer

“ Frontend Engineer & Designer with a focus on human-centered products. ”

Email
m-morley@gmx.de

LinkedIn
<https://www.linkedin.com/in/markus-morley/>

Phone
(+49) 177 371 679 1

Address
Offenbach, Hessen

<> Product Engineering

Frontend Architecture | React / Next.js

Typescript | Micro-Frontends

Testing | • Performance
• CI/CD
• Headless CMS

AI Workflows

Codex Workflows | AI-assisted Coding

Prompt Engineering | ML Foundations

Plugin Workflows | Product Prototyping

Today

Jul 2025 - Today | Offenbach am Main

Career Break · Personal & Professional Development

Took a structured career break focused on parental responsibilities, targeted professional development, and the strategic refinement of my technical profile toward AI-assisted product engineering, data-informed frontend architecture, and design-driven software development.

Focus Areas

- Parental leave and family responsibilities
- Intensive hands-on work with AI-assisted development workflows, including the Codex app and plugin-based coding environments
- Exploration of AI-supported engineering workflows for prototyping, refactoring, debugging, documentation, and frontend implementation support
- Continued professional education in modern frontend, product engineering, and data-driven technologies
- Deepened knowledge in Machine Learning fundamentals, applied data concepts, and AI-assisted systems
- Advanced algorithmic thinking and data structures expertise
- Strengthened data visualization skills with D3.js and JavaScript-based visualization frameworks
- Expanded motion design and interaction skills using GSAP for modern, high-quality web experiences
- Further developed product design thinking with a focus on user-centered product decisions, design systems, and design-to-engineering translation

Maintained active engagement with emerging technologies and industry developments while refining my long-term technical positioning toward AI-assisted product engineering, data-informed frontend architecture, and human-centered digital products.

Professional Development

AI-assisted Product Engineering & Codex Workflows

Worked intensively with the Codex app and plugin-supported development environments to strengthen practical workflows around:

- AI-assisted coding, refactoring, and debugging
- Rapid prototyping of frontend and product concepts
- Translating product ideas into structured technical implementation steps
- Improving development velocity through AI-supported iteration loops
- Exploring plugin-based workflows for research, documentation, code analysis, and implementation support
- Using AI tools as a collaborative layer within modern product engineering processes

Focus on developing a practical understanding of how AI-assisted tools can support frontend architecture, product thinking, and faster validation of digital product ideas.

Machine Learning Foundations

Completed structured self-study in Machine Learning fundamentals, including:

- Core principles of supervised and unsupervised learning
- Basic model evaluation concepts
- Feature engineering fundamentals
- Data preprocessing techniques
- Understanding of neural network basics and model training workflows
- Conceptual understanding of AI-assisted systems and data-driven decision models

Focus on strengthening analytical thinking and bridging frontend engineering with data-informed product development.

Certifications

freeCodeCamp – Legacy JavaScript Algorithms and Data Structures (V7)

Advanced understanding of:

- Algorithm design and problem-solving patterns
- Data structures (arrays, objects, stacks, queues, trees)
- Functional programming principles
- ES6+ JavaScript concepts
- Complexity awareness and optimization thinking

freeCodeCamp – Data Visualization (V8)

Focused on:

- Data-driven document rendering
- Interactive visualization using D3.js
- Scalable SVG-based visual systems
- Responsive chart architectures
- Transforming raw datasets into meaningful user experiences

Experience

Jul 2022 – Jul 2025 | Frankfurt

Senior Product Engineer Accenture Song

Key Responsibilities & Contributions

- Architected and developed modern, scalable frontend systems using TypeScript, React, and Next.js
- Designed and implemented micro-frontend architectures integrated with headless CMS platforms such as Contentful and Adobe Experience Manager
- Built and governed design systems and component libraries aligned with atomic design principles
- Delivered high-performance, accessible, and responsive user interfaces across multi-region enterprise platforms
- Provided technical consulting on frontend architecture, UX engineering, and scalable system design
- Implemented complex frontend modules within enterprise-grade ecosystems operating under SAFe (Scaled Agile Framework)
- Collaborated closely with cross-functional teams including UX, backend engineering, DevOps, and stakeholders
- Participated in the full software development lifecycle — from discovery and prototyping to deployment
- Ensured code quality, maintainability, accessibility, and performance optimization
- Translated high-fidelity designs (Figma, Adobe XD, Sketch) into robust production-ready architectures

Leadership & Impact

- Led frontend workstreams within large-scale digital transformation programs
- Took ownership of frontend architectural decisions in high-visibility projects
- Contributed to internal best practices in UX-driven engineering and scalable frontend governance
- Promoted from Senior Analyst to Specialist (December 2022) based on outstanding performance

Experience Architecture

UX Strategy

UI Systems

Accessibility

Responsive UX

Wire-frames

Prototypes

Motion

Product Communication

Agile Collaboration

Client Advisory

Workshop Facilitation

Technical Alignment

Cross-functional Alignment

Design-to-Engineering Translation

Experience

Jul 2021 – Jun 2022 Frankfurt



Product Engineer
Sinner Schrader
(part of Accenture Song)

I initially joined SinnerSchrader as a Product Engineer, contributing to the design and implementation of digital platforms for enterprise clients. Following the full integration into the Accenture group, I continued my role within Accenture Song, expanding my responsibilities toward frontend architecture and consulting.

Key Responsibilities & Contributions

- Developed modern web applications using TypeScript, React, and Web Components
- Contributed to enterprise-level frontend architectures within large-scale digital transformation programs
- Built modular, reusable component structures aligned with design system principles
- Collaborated closely with UX designers to translate high-fidelity concepts into production-ready code
- Implemented frontend modules across multi-brand and multi-region digital ecosystems
- Ensured responsive design, accessibility compliance, and high performance standards
- Participated in agile product teams delivering iterative releases in complex client environments
- Supported architectural evolution toward scalable and maintainable frontend systems

Transition & Growth

During the integration of SinnerSchrader into Accenture Song, my role expanded from hands-on frontend development to a more architecture-driven and consulting-focused position, eventually leading to my promotion within the Accenture structure.

Jan 2021 – Jun 2021 Frankfurt



Creative Developer
Hauser Lacour

At Hauser Lacour, a multidisciplinary design studio, I acted as the bridge between visual design and frontend engineering, translating brand-driven concepts into high-performance digital experiences across portfolio, pharma, real estate, and cultural projects.

Key Responsibilities & Contributions

- Translated high-end visual brand concepts into production-ready web interfaces
- Educated design teams on web typography, responsive behavior, motion principles, and technical feasibility in the browser
- Developed and maintained multiple micro-frontend modules across diverse client projects
- Built animated portfolio experiences and interactive brand presentations
- Implemented motion-driven interfaces using modern JavaScript animation techniques
- Ensured high fidelity between design intent and technical execution
- Collaborated closely with designers to refine layout systems, typography scales, and interaction behavior
- Supported cross-disciplinary communication between branding, UX, and development teams

Focus Areas

- Web typography & digital type systems
- Interface animation & motion design
- Design-to-code translation
- Modular frontend architecture
- Creative brand experiences

Sept 2017 – Dec 2020 Frankfurt



UX Designer /
Frontend Developer
Comwrap

At comwrap, a digital consultancy focused on B2C, B2B, and D2C transformation programs, I contributed to the design and implementation of sophisticated digital platforms for clients across finance, fintech, pharma, healthcare, and publishing industries.

Key Responsibilities & Contributions

- Designed and delivered user-centered digital experiences across web and mobile platforms
- Developed UX strategies, interaction concepts, and end-to-end design solutions
- Created wireframes, interactive prototypes, mockups, and flowcharts to validate user journeys
- Designed screen layouts and digital interfaces using Sketch, InVision, and Adobe Creative Cloud
- Built modern web applications using JavaScript, React, React Native, Node.js
- Implemented frontend templating for enterprise CMS platforms including TYPO3 and Adobe Experience Manager (AEM)
- Developed responsive interfaces using HTML5, CSS, Sass, and component-based architectures
- Collaborated closely with backend teams to define clear API interfaces and frontend-backend integration standards
- Contributed to the creation and maintenance of style guides and reusable UI patterns
- Participated in quality assurance processes and continuous optimization of development workflows
- Coordinated with external service providers and stakeholders within complex project environments

Impact & Strengths

- Translated complex business requirements into intuitive, high-performing digital interfaces
- Demonstrated strong creative problem-solving and conceptual thinking
- Maintained high standards of precision, usability, and visual consistency
- Recognized for reliability, initiative, and strong cross-functional collaboration

Education/Certificates



Udacity

Front-End Web Developer
Nanodegree
Oct 2018



Udacity

React / React Native
Nanodegree
Aug 2019



XDi – Experience
Design Institut GmbH

Certified UX & Usability
Professional
Okt 2019



freeCodeCamp

Data Visualisation V8
d3.js
Oct 2025



freeCodeCamp

View Legacy JavaScript
Algorithms and Data
Structures V7
Certification
Nov 2025



Hochschule für
Gestaltung Offenbach

Visual Communication
Oct 2014 – Aug 2018