

JONI MORTIMORE

Email: jonicreate@gmail.com Portfolio: jonicreate.co.uk
LinkedIn: [linkedin.com/in/Joni](https://www.linkedin.com/in/Joni) Phone: +44 799 949 3435

Professional summary

Design Lead with 15+ years of experience delivering innovative solutions across a broad spectrum of industries. My expertise lies at the crossroads of creativity and technology, where I excel in crafting imaginative solutions to complex problems that drive business growth. As a design leader, I inspire and nurture thriving teams by fostering trust, openness and professional development while pushing the team to achieve impactful results.

Experience

Lead Designer, Loomery

Jan 2021 - Present

Leading transformative projects, working alongside clients such as Jaguar Land Rover, MOO, Tesco and others to accelerate product progress. Guiding and mentoring a team of designers and researchers, focusing on strategy, product design, leadership and impact.

Lead Designer, Soho House

Jun 2019 - Jan 2021

Led the design team for Soho House's apps and website, crafting a unified vision for the user experience and visual design. Launched 'Soho Connect', enabling global member access to events and networking. Introduced House Pay for seamless transactions, digital entertainment, new membership tiers, and a streamlined application process, all as part of a complete redesign of sohouse.com alongside Soho Home and Soho Works.

Head of Design, Mr & Mrs. Smith

Aug 2017 - Jun 2019

Embedded customer-centric design methods into a small, fast-paced team. This involved analysing customer service feedback, and collecting weekly customer insights to gain a comprehensive understanding of their needs and preferences. Using these insights, we developed and tested new features tailored for luxury travel consumers, in the pursuit of increased engagement and bookings. Our work evidently improved customer satisfaction, order value and retention rates through an enhanced loyalty programme.

Senior Designer, Burberry

Apr 2015 - Aug 2017

Focused on seamless product discovery, personalised experiences, and high-touch services. I shaped the creative approach across their product portfolio from concept to delivery. My flagship project, the Burberry Scarf Bar, enabled customers to design personalised scarves and showcase them on the large screens at Piccadilly Circus. Additionally, I designed the My Burberry in-store experiences, an immersive fragrance journey incorporating touch, sound, smell, and digital sensors that responded to each bottle's unique fingerprint.

UX/UI Designer, Estée Lauder Companies

Feb 2013 - March 2015

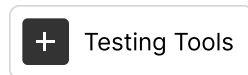
Launched Clinique's loyalty app, increasing customer engagement and loyalty through tailored recommendations and location-based offers, enhancing marketing efficiency, boosting repeat sales and customer loyalty.

Digital Designer, Lush

Jun 2005 - Feb 2013

Collaborated with Method to redesign and rebrand Lush's e-commerce platform. Worked with UsTwo on the design and launch of Lush's first mobile app, further honing my skills.

Tooling



Key achievements

MOO.com transformation

Spearheaded the initial design phase of MOO's digital transformation. Through comprehensive customer research and strategic insights, we aligned stakeholders on a unified vision that directly influenced the product roadmap. Our iterative, customer-centric approach set a new benchmark for MOO, significantly enhancing the end-to-end user experience and operational efficiency, with a particular focus on self-serve customisation.

BeZero public launch

As the founding designer for BeZero Carbon, I was instrumental in developing and launching their pioneering carbon intelligence platform, which played a key role in securing \$50 million in Series B funding. By leading a customer-centric design process and collaborating closely with the founders and product team, I ensured the platform's features and user experience drove month-over-month increase in subscribed users. This growth not only supported BeZero Carbon's mission to accelerate climate action but also made the platform an attractive option for sales partnerships and collaborations with industry-leading companies.

Design team building at Soho House

Built the UXD team from the ground up, expanding it from an initial team of 3 to a thriving team of 12 designers and researchers. By embedding user research as a strategic capability, we fostered a product design culture that promoted customer-centric, evidence-based decisions. This approach not only increased trust but also significantly enhanced customer experiences and product outcomes.

Redesign and launch of Soho House

Redesign of Soho House digital portfolio to seamlessly integrate physical and digital experiences, increasing applications and retention and successfully launching a digital-first membership program, thereby expanding their membership base beyond the houses.

- **House Pay:** Seamless payments and bill splitting anywhere in the houses.
- **House Connect:** Enabling Soho House's global creative community to access professionals, networking, exclusive events and collaboration opportunities, anywhere.
- **Digital entertainment:** Enriching the Soho House experience for house & digital members.
- **New membership tiers:** Captivating a new audience and expanding membership.
- **New membership application process:** Seamless, tailored user experience.

Passion and purpose

Continuous Learning: I am a perpetual student, always eager to learn and apply my knowledge. Staying at the forefront of design and technology, particularly with the rise of Artificial Intelligence, excites me. I regularly attend design and tech events, where I thrive on hearing from others, gaining new perspectives, and enriching my understanding.

Cycling Everywhere: It keeps my head clear and my mind and body sharp. It's also the best way to explore London, especially in the summer. I often spend entire days out on my bike, discovering the city's best food hotspots and enjoying its many parks.