JONI MORTIMORE

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Professional summary

Design Lead and IC with 15+ years of experience delivering innovative solutions across a broad spectrum of industries. My expertise lies at the crossroads of creativity, craft 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, SuperDuper

Oct 2024 - Present

Designing at the intersection of interaction, storytelling, and emerging tech to imagine — and realise — what Web3 could be. Shipping fast. Learning faster. Always iterating.

I lead the design of 0→1 products at pace, collaborating with world-class product thinkers, engineers, brand designers, and motion artists.

Partnering closely with senior leadership, I help shape product strategy and define what's next — always with the community at the core. From insight to sketch to shipped product, I drive a customer-centric vision that's as ambitious as it is delightful.

Whether launching with global brands or iterating with early adopters, I'm focused on making Web3 accessible, intuitive, and unforgettable.

Lead Designer, Loomery

Jan 2021 - Oct 2024

Driving product progress for ambitious teams. At Loomery, I led transformative projects for brands like Jaguar Land Rover, MOO, and Tesco — helping them move faster, unlock clarity, and ship better products. I also guided a brilliant team of designers and researchers, working at the intersection of strategy, product design and leadership. Together, we focused on continuous progress at pace — and making things that matter.

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 sohohouse.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.
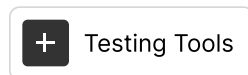
Senior Designer, Burberry
Apr 2015 - Aug 2017

UX/UI Designer, Estée Lauder Companies
Feb 2013 - March 2015

Digital Designer, Lush
Jun 2005 - Feb 2013

Tooling   Figma   Miro   Slack   Notion   Jira   Testing Tools

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.