

JONI MORTIMORE

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PROFESSIONAL SUMMARY

Lead Product Designer with 15+ years shaping products that accelerate growth, unlock new markets, and elevate brand value. I’m trusted by startups and global brands to deliver at speed, with quality, and at scale.

I help product teams move fast and deliver real impact. I do this by embedding directly with founders and cross-functional teams, shipping outstanding design work from 0→1 launches to scaling outcomes.

I lead from the front, owning projects, designing hands-on, turning business goals into measurable product success. Always learning, experimenting, and evolving.

CORE COMPETENCIES

Product Design Leadership	Prototyping	Client relationship building
Hands-on Figma craft	Motion design	Stakeholder management
Growth design	App UX & UI	System thinking
Data-Informed design	AI Experimentation	Scalable Design Systems

EXPERIENCE

OCT 2024 - MAY 2025

Portal Gaming, Spark.xyz
SOMO Games

Lead Designer | SuperDuper

Embedded with Portal’s founding team, leading product design for Portal Gaming, a Web3 platform for players, developers, and investors, bringing together game discovery, publishing, onboarding, community, and tokenized economies into one ecosystem.

Grew user base to 1M+ through intuitive mobile UX and seedless authentication.
Cut onboarding time by 30% and transaction flow by 40%, driving both adoption and retention. Built a design system enabling rapid feature delivery in a fast-paced product environment. Delivered hands-on UI craft in Figma while managing senior stakeholder relationships.

JAN 2021 - OCT 2024

Bauer Media, BeZero
Carbon, Tesco, Carnival,
Jaguar Land Rover, MOO

Lead Designer | Loomery

I led high-impact projects for Jaguar Land Rover, MOO, BeZero Carbon, Bauer Media, Carnival Cruises and Tesco. I did this by blending hands-on design with embedded client leadership. I created momentum, structured work for clarity, and drove outcomes that mattered for both users and business.

I led design delivery and stakeholder relationships on fast-paced engagements with Carnival UK, BeZero Carbon, Tesco, Bauer, and MOO, turning bold ideas into shipped products at speed. From AI-powered tools that reduced effort and boosted adoption, to redesigning MOO’s B2C and B2B platform. I embed with clients as a hands-on partner, shaping teams and products to make sure every project moves forward with purpose.

JUN 2019 - JAN 2021

Sohohouse.com
Soho House App

Lead Designer | Soho House

I built and led Soho House’s first in-house product design team, moving the business away from agency dependency and embedding design leadership at the heart of its digital strategy. By establishing full ownership of the end-to-end experience across all touch-points, I helped lay the groundwork for IPO readiness.

I owned design delivery and stakeholder relationships on high-impact initiatives, partnering closely with engineering, product, brand, marketing, and membership teams. I delivered flagship products like House Pay and House Connect, launched new membership tiers, and optimised the member application experience, expanding reach beyond physical locations, opening new revenue opportunities and driving growth. I grew the design and research team, enabling evidence-based features that unlocked new revenue, improved acquisition quality, and strengthened retention.

AUG 2017 - JUN 2019

Luxury Holiday
Booking Platform

Head of Design | Mr & Mrs Smith

Led a small design team and partnered with founders and product leaders to embed customer-centric thinking into a fast-moving business. Transformed weekly customer insights and support data into actionable product improvements.

Designed and launched The Travel Club for Lovers, a premium loyalty programme that drove a 20% boost in booking conversion, 18% increase in order value, and significantly improved repeat engagement and retention.

APR 2015 - AUG 2017

Burberry App,
Burberry.com

Senior Designer | Burberry

Played a core role in launching Burberry’s first app and contributing to its first digital design system, laying the foundation for a cohesive luxury experience across channels.

Designed creative experiences that deepened brand connection, including personalised shoppable storytelling and a multi-sensory fragrance journey using RFID and binaural sound. This work helped position Burberry as a digital leader and sparked strategic collaborations with Apple, including Apple Pay integration and exclusive content.

FEB 2013 - MAR 2015

Clinique, Origins, Tom Ford,
Bobbi Brown, Jo Malone,
Crème de la Mer

UX/UI Designer | Estée Lauder Companies

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

JUN 2005 - FEB 2013

Lush App, Lush.com

Digital Designer | Lush Cosmetics

Helped build the digital design team from the ground up and collaborated with Method to rebrand and re-launch Lush's global e-commerce platform. Designed and launched Lush’s first mobile app, working alongside UsTwo, driving customer engagement up.

AUTHORSHIP

From Ambition → Traction


My published framework for turning early product vision into real momentum has sparked conversations across the design and founder community.


⇄ [Read on LinkedIn](#)


ACCOLADES


- Onboarded 1M+ users through mobile-first, non-custodial design with seedless auth.
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- Bridged crypto natives and the crypto curious with an inclusive UX and visual language
- Designed a cross-chain portfolio view unifying Solana, Ethereum, and EVM wallets
- Built a scalable design system to support rapid, consistent feature delivery
- Reduced time-to-transaction by 40% by streamlining swap and transaction flows
- Balanced clarity and compliance to deliver a wallet users trust and enjoy using daily


TOOLS


 Figma

 Notion

 Miro

 Jira

 Protopie

 + User testing tools

ACCREDITATIONS

Formal training in User Research, UX design, accessibility, and research-backed usability from Interaction Design Foundation (IDF) and Nielsen Norman Group.

HOBBIES & INTERESTS

I grew up moving between Japan, Australia, Singapore, Germany and Italy. As the eldest of six, I’ve become naturally empathetic, reliable and adaptable.

I cycle daily and I’m endlessly curious about how people think, feel, connect and live in a world so rooted in technology. That curiosity has fuelled a fulfilling career in product design, one that still excites me every day.

Lately, I’ve been diving into the new era of AI design, not as a threat, but as a creative partner. I’m learning how to conduct, empower teams, and build better products, faster.