

# JONI MORTIMORE

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PROFESSIONAL SUMMARY

Lead Product Designer with 15+ years of turning vision into impact, driving growth through thoughtful design, from startup scrappiness to enterprise scale.

I design for outcomes: from acquisition and engagement to conversion and retention. I bring clarity, pace, and structure to product teams through emotionally intelligent, data-informed design decisions.

My approach blends empathy, creativity, and systems thinking with agile experimentation, turning real human insight into products people love. I’m known for energising teams, unlocking progress quickly, and building momentum where it matters most, while consistently delivering high levels of craft and visual execution.

My goal is to help your team work in harmony, turning ambition into measurable outcomes, with less friction and more flow.

CORE COMPETENCIES	Experience design	High-fidelity prototyping	Cross-functional collaboration
	Interaction design	Motion design	Accessible & inclusive design
	Storytelling	App UX & UI	Design leadership
	Gamification design	Data-Informed design	Design systems at scale

## EXPERIENCE

OCT 2024 - PRESENT

Portal Wallet App,  
Spark App, SOMO Games

Lead Designer | SuperDuper

Leading 0→1 product design for next-generation Web3 experiences, making complex technology accessible and intuitive for millions of users.

1M+ users acquired through human-centred mobile design for Portal Wallet

Achieved by leading the end-to-end design of Portal Wallet, a mobile-first, multi-chain crypto wallet, increasing onboarding completion by 30% through seedless authentication, and reducing time-to-transaction by 40% via streamlined portfolio and swap flows. Built a scalable design system and UX that resonated with both gamers and crypto traders, helping position Portal as a leading wallet for Web3 gaming.

JAN 2021 - OCT 2024

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

Lead Designer | Loomery

Led growth-driven projects for brands like Jaguar Land Rover, MOO, BeZero Carbon, Bauer Media, and Tesco — combining hands-on design with guiding cross-functional teams. I focus on progress over perfection, building products that matter to users and move the needle for business.

Led design on complex client challenges

Worked with teams at Carnival UK, Tesco, Bauer, and MOO to turn ambitious ideas into live products fast. Designed AI-powered tools that reduced effort, improved data quality, and drove adoption by up to 40%. At MOO, reimaged the B2B platform to boost order value and cut decision time by 35% through smarter bundling and workflows.

JUN 2019 - JAN 2021

Sohohouse.com  
Soho House App

Lead Designer | Soho House

Built and led Soho House’s first in-house product design team, transitioning the business away from agency dependency and establishing full ownership of its digital experience across all touch-points—laying the foundation for IPO readiness.

Led the redesign of Soho House’s digital portfolio

Bridging physical and digital experiences to drive a 30% increase in active user engagement and a 25% rise in membership applications. Introduced House Pay and House Connect, enabling frictionless payments and global member networking. Strengthened retention and loyalty through user research-driven features that deepened community connection and modernised the end-to-end experience.

AUG 2017 - JUN 2019

Luxury holiday search  
& 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 - MARCH 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. Worked alongside UsTwo to design and launch of Lush’s first mobile app.


ACCOLADES


Design outcomes that drove growth for Portal Wallet (0→1)


- Onboarded 1M+ users through mobile-first, non-custodial design with seedless auth.
- 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


TOOLING


 Figma

 Notion

 Miro

 Jira

 Protopie

 + Testing + AI tools

ACCREDITATIONS

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

AUTHORSHIP

“From Ambition → Traction” — my latest piece on aligning vision and velocity when building from 0→1 has resonated with the community, sparked public conversations, and continues to shape how teams build early products with purpose and momentum.

[↔ Reed on LinkedIn](#)

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.