

# 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

Growth design	High-fidelity prototyping	Design process ownership
Interaction design	Motion design	Product team collaboration
User-centred design	Web Apps	Accessible & inclusive design
Experience mapping & IA	iOS, Android Apps	Design systems at scale

## EXPERIENCE

OCT 2024 - CURRENT

Portal Gaming, Spark.xyz  
SOMO Games

### Lead Designer | SuperDuper

**Embedded with the founding team at Portal, I led product design across the full Web3 stack, Portal Wallet, Portal Pay, Portal Tools, and Portal Games. Portal is a next-gen platform connecting players, developers, and investors through a unified ecosystem of gaming, onboarding, and tokenized economies.**

**Led the end-to-end design for a wallet-native, crypto-powered gaming platform, where fintech meets entertainment.** Grew the user base to 1M+ by lowering entry barriers with seedless auth and intuitive UX. Cut onboarding time by 30% and transaction flow by 40%, accelerating time-to-value and boosting retention. Built a scalable design system to speed up feature delivery in a fast-moving market, while delivering polished UI in Figma and aligning senior stakeholders around a clear vision.

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 P&O and MOO's digital 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 native mobile app, and digital design system, creating a cohesive luxury experience across channels. Helped position Burberry as a digital leader through innovations like shoppable storytelling and multi-sensory retail experiences. Work directly enabled 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 loyalty app, increasing engagement and repeat purchases with personalised recommendations.

Supported subscription-style loyalty ecosystems across multiple brands (Clinique, Origins, Jo Malone).


JUN 2005 - FEB 2013


Lush App, Lush.com


Digital Designer | Lush Cosmetics


Helped build Lush’s first global e-commerce platform and mobile app, significantly increasing digital sales and customer engagement.


TOOLS


 Figma


 ProtoPie


 Play


 Notion

 Miro

 Jira

 Chronicle

 + User testing tools

 AI-powered product design

ACCOLADES

Onboarded 1M+ users for **Portal Wallet** through mobile-first, non-custodial design with seedless authentication, cutting time-to-transaction by 40%.

Simplified climate data into decision-ready insights for **BeZero Carbon**, enabling investors to compare carbon assets with confidence and speed.

Increased booking conversion for **P&O Cruises** and reduced call-centre queries by redesigning cruise search, cabin selection, and itinerary flows.

Grew **US B2B revenue** and lifted **NPS** for **MOO** by transforming from a premium print brand into a digital-first, customer-led platform.

Onboarded members with a seamless app experience for **Soho House**, increasing event bookings and engagement by unifying digital and physical touch-points.

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](#)

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.