

JONI MORTIMORE

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PROFESSIONAL SUMMARY

Founder-level product designer with over a decade of experience launching and scaling luxury, service-led products.

I specialise in 0→1 platforms where brand, UX depth, and operational complexity meet commercial outcomes. I’ve led complex booking, loyalty, and high-consideration purchase journeys for premium travel and membership businesses including Mr & Mrs Smith, P&O, and Carnival Cruises, driving measurable impact across conversion, order value, and retention.

I’ve operated as both a sole and lead designer inside fast-moving startups and scale-ups, including leading Soho House’s first in-house product design team and serving as founding designer at BeZero Carbon (B2B SaaS, Series B). This places me at the intersection of premium aesthetics and revenue-driving product design.

CORE COMPETENCIES

0-1 Product design

Growth + conversion design

Interaction + motion design

End-to-end service design

Rapid experimentation

B2B + B2B2C platforms

Booking + scheduling flows

Design systems at scale

iOS + Android apps

Product discovery

High-fidelity prototyping

Founder + exec collaboration

EXPERIENCE

OCT 2024 - CURRENT

New Ventures

Lead Product Designer | New Ventues at Cuvva

I lead end-to-end design for Cuvva’s new ventures, shaping next-generation InsureTech products. Partnering closely with product, engineering, and underwriting to turn complex, ambiguous problems into clear, high-trust customer journeys that balance user needs with commercial outcomes.

OCT 2024 - OCT 2025

Portal Gaming
Spark.xyz
SOMO Games

Lead Designer | SuperDuper

Embedded with Portal’s founding team as Founding Lead Product Designer, owning end-to-end product design across Portal Wallet, Pay, Tools, and Games.

Led the design of a mobile-first, cross-chain, non-custodial wallet from concept to launch, abstracting Web3 complexity through seedless authentication, unified portfolios, and human-readable transactions. The wallet launched in Nov 2024 and scaled to 1M+ wallets created, becoming the foundation for Portal’s gaming and tokenised ecosystem.

JAN 2021 - OCT 2024

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

Lead Designer | Loomery

Led high-impact 0→1 and transformation projects for brands including Jaguar Land Rover, Carnival Cruises, Tesco, Bauer Media, MOO, and BeZero Carbon.

Operating as a hands-on design lead embedded within client teams, I combined delivery with leadershipM creating momentum, bringing structure to ambiguity, and shipping products that delivered measurable user and commercial outcomes at speed.

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, 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, drove new revenue, improved acquisition quality, and strengthened retention.

AUG 2017 - JUN 2019

Luxury Travel
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


 Lovable


 Play


 Notion

 Miro

 Jira

 Chronicle

 + User testing tools

 AI-powered product design

ACCOLADES

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

Turned complex climate data into decision-ready insights at BeZero Carbon, enabling investors to compare carbon assets faster and with confidence.

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

Accelerated US B2B revenue and lifted NPS at MOO by leading its shift from premium print brand to digital-first, customer-led platform.

Unified digital and physical member journeys at Soho House, increasing onboarding quality, event bookings, and ongoing engagement.

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.