

Joe Whitby

Senior UX/Product Designer

Joewhitby.com

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Skills

UX/UI

User Research

Userflows

Analytics

Wireframing

Design Sprints

Design Systems

User Testing

Prototyping

Presenting

Animation

Mentoring

Software

Figma

Adobe Creative Suite

Google Analytics

Adobe XD

Miro

Microsoft Office

Google Analytics

Jira

Decibel

Sketch

Content Square

After Effects

Education

General Assembly - UX Design Immersive

Jan - Apr 2020

General Assembly - UX Design Course

Aug - Nov 2019

The University Of Worcester- Fine Art BA (Hons) 2:1

2015 - 2018

London College of Communication- Foundation in Art and Design

2014 - 2015

Interests

I have a passion for running and cycling, I enjoy finding new routes and hidden gems. I've also picked up an interest in watches, and welcome any conversations on the topic.

About

I'm a Senior UX/Product Designer with experience working individually and in teams. I have used both Agile and Lean methodologies, responding to dynamic tasking and in hybrid environments. I'm hands-on, with experience leading on all aspects of the project. I oversee the full project life cycle, I design for an omnichannel experience, and cater to an extensive range of demographics and use cases. With experience as a design lead for both B2B and B2C projects.

My practice is built around meeting business goals. I separate the user's needs from their wants. I have managed a broad range of stakeholders, from presenting to board executives, to external senior partners. I have a passion for mentoring designers, helping them grow and apply their UX and business skills within a company. I work collaboratively with many teams, including engineers, PM's, accessibility, design systems, SEO, service design, and content designers, ensuring my solutions are accessible and optimised.

Experience

EE | BT Group - Product Designer

Mar 2023 - Present

Responsible for designing and optimising the live EE website and app. Working collaboratively alongside the EE leadership team and major external partners including; Apple, Samsung and Google. Lead for a variety of projects for new product launches, overseeing rebranding on key assets and developing new campaigns.

A design lead for EE's digital end to end customer experience. Utilising analytics, heat-map data and customer insights; to ensure my designs are data driven, customer centric and accessible. Mentoring a series of junior designers, as well as acting as a best practice design ambassador. Offering guidance and mentorship, on how colleagues can grow and apply their UX and business skills within the company.

Holland & Barrett - Senior UX Designer

Oct 2022 - Mar 2023

A UX design lead for the in-store team. Responsible for designing and optimising solutions to improve both staff and customers experience in store. Focussing on streamlining existing and new work processes, introducing new tech in to stores, testing designs and solutions in person. Working closely and collaboratively with engineers, QA, UX research, product managers. Creating the best digital experiences for our staff and a seamless omnichannel experience for our customers.

Holland & Barrett - Midweight UX Designer

Jul 2021 - Oct 2022

Responsible for designing and deploying applications, software and solutions to help improve both staff and customers' experience in-store.

I researched and designed the digital and physical experience for a self scan checkout to be implemented into H&B stores nationwide. Working on tablet applications to give H&B professional guidance, ensuring they're recommending the best suited products for customers needs and conditions. As well as working on a variety of mobile apps that aid H&B staff with day to day workload and tasks. All to ensure both a staff and customers experiences in store are at the peak of innovation.

Holland & Barrett - Junior UX Designer

Jun 2020 - Jul 2021

As a junior UX designer I helped improve and optimise the website, using Google Analytics. Being the lead designer for the customer squad, with the goal to retain our customer base online. Including a variety of projects involving the redesign of my account experience, subscribe and save service. Alongside an internal piece of software used internationally by the Holland & Barrett customer service teams.

NHS | St Peter's Medical Centre - UX Intern

Apr 2020 - Jun 2020

During the covid-19 pandemic, I offered my skills and experience to local businesses remotely. I helped them adapt to these new challenges by improving their online presence and usability. I worked with a local NHS Medical Centre to redesign their website, making it more accessible and user friendly. I focussed on ensuring that the public was clearly directed to the relevant information and guidance during this uncertain time.

General Assembly - User Experience Design Immersive

Jan 2020 - Apr 2020

A mixture of multi-disciplinary projects learning how to think and design for users' needs and clients' expectations, while working in an agile way:

- Ecotooth - Tooth+ (Group client project)
- Icelandair (Group concept project)
- Youth Adventure Trust - Rebranding a charity concept (Individual Visual Design Project)
- Taylor Brown Shoe Shop (Individual Concept Project)
- Taskee (Individual Concept Project)