

Joe Whitby

Senior UX Designer

About

I'm a Senior UX Designer with experience working individually and in teams. I have used both Agile and Lean methodologies, responding to dynamic tasking and managing workflow in hybrid environments. I'm hands-on, with experience leading on all aspects of the project. I oversee the full project life cycle, from strategy to design. Optimising for an omnichannel experience and catering to an extensive range of demographics and use cases. With experience as a design lead and mentor 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 developers, PM's, accessibility, design systems, SEO, service design, and content designers, ensuring my solutions are accessible and optimised.

Experience



Oct 2025- Present

PlayStation - UX Designer

A UX Designer for PlayStation Partners in London. PlayStation Partners is our B2B web platform for game developers and publishers. Aiming to help build and tailor their games for PlayStation consoles. With the mission to make PS Partners a more streamlined, efficient and intuitive user experience. Working closely with game creators and stakeholders from across the business, to cohesively balance user needs, business prioritise and KPI's.



Mar 2023 - Oct 2025

EE | BT Group - Product Designer

I am the lead product designer for optimising the live EE website and app. Working collaboratively alongside the EE leadership team and major external partners including; Apple, Samsung and Google. Utilising analytics, heat-map data and customer insights; to ensure my designs are data driven, customer centric and accessible. Redesigning core pages and journeys, as well as a design lead for a multi-million pound business proposition.

Mentoring multiple designers at different levels, 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.



Oct 2022 - Mar 2023

Holland & Barrett - Senior UX Designer

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 into stores, testing designs and solutions in person. Working closely and collaboratively with engineers, QA, UX research, product managers. Mentoring junior designers on real-world UX practices and creating designs for an omnichannel experience for our users.



Jul 2021 - Oct 2022

Holland & Barrett - Midweight UX Designer

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.



Jun 2020 - Jul 2021

Holland & Barrett - Junior UX Designer

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.



Apr 2020 - Jun 2020

NHS | St Peter's Medical Centre - UX Intern

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.



Jan 2020 - Apr 2020

General Assembly - User Experience Design Immersive

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)

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What skills do you have?

- UX/UI

User Research
- Userflows

Analytics
- Wireframing

Design Sprints
- Design Systems

User Testing
- Mentoring

Presenting
- Stakeholder management
- Animation

Prototyping

What software do you use?

- Figma

Adobe Creative Suite
- Google Analytics

Adobe XD
- Miro

Microsoft Office
- Google Analytics

Jira
- Decibel

Mural

Sketch
- Content Square

After Effects

Where have you studied?

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

What are you 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.