



Ben Jones

Product Design Leader



 benjonesdesign.com

 ben@benjonesdesign.com

 +44 7812779407

 [LinkedIn](#)







Busuu

Lead Product Designer
Jul 2021 - Present

-  Manage and build an international Product Design team, designing for a global market across B2C & B2B.
-  Developing the long-term product strategy alongside C-Suite, whilst proving a creative vision to give direction.
-  Led qualitative research, building processes and a central repository for easy access insights to better inform the business.
-  Led on building and maintaining a Design System for increased consistency and efficiency across Busuu brands, teams and platforms.
-  Led accessibility across the Busuu products and ensured a 90% AA rating, with a roadmap planned for achieving full AA accessibility.
-  Established product processes that have become high-performing whilst considerate of those working within it to ensure proper support.





Papier

Lead Product Designer
Jan 2021 - May 2021

-  Managed a Product Design team within a growth phase business.
-  Led the Product Design direction to support future product releases.
-  Established best-practice processes for design and research.
-  Developed a product strategy alongside the CPO.
-  Hands-on feature development across the retail purchase journey.
-  Ran several research studies to enhance customer knowledge and increase product feature confidence.





Photobox

Lead Product Designer
Oct 2017 - Dec 2020

-  Led Product Design within the retail purchase journey as well as product creation.
-  Managed a small team and provided mentoring and coaching to those and others in the Product Design team.
-  Led the creation and maintenance of the Design System, scaling for use by engineering and marketing.
-  Successfully designed and released several high-performing tactics across the experience.




Zoopla


Senior UI Designer
Feb 2016 - Oct 2017


-  Led on creating a complete redesign of the Zoopla experience across all platforms.
-  Created a scalable Design System for use across Product and Marketing.
-  Developed the brand alongside the marketing team to improve overall experience.
-  Ran many research studies to build a full-scale understanding of the various customer archetypes established.


Monitise Create

Senior Visual Designer
Nov 2013 - Feb 2016

-  Led design across several high-profile clients including Santander, Whitbread and Fifa, producing several releases as part of the full product cycle.
-  Led design for several successful pitches resulting in a high-performing Design consultancy.
-  Invited to work with Apple on developing the initial launch of Apple Watch apps with my work on Premier Inn Hub Hotel's smart room controls.

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