



PROFILE

An accomplished lead creative with a strong attention to detail and a passion for collaboration, innovation, and digital transformation.

I have a proven track record in adopting a human-centred approach to meet both user and business needs, delivering measurable impact and driving business value through digital product experiences across B2B and B2C sectors. My expertise spans enterprise and SaaS platforms, leveraging multiple touch points including mobile applications, responsive websites, and TV user interfaces.

UI Craftsman

15+ years of visual design experience. Crafting and delivering solutions for blue chip brands and clients.

User Testing Enthusiast

A customer centric approach when balancing different requirements and making design decisions.

Data Champion

Utilising data insights to inform design decisions and assess project impact through key performance indicators (KPIs).

Technically Proficient

Skilled in developing technically viable solutions by collaborating closely with project managers and development teams to ensure effective project delivery.

Design System Geek

Expertise in developing digital design systems to ensure consistency, flexibility, and assessability in delivery.

Prototyping Pro

Building prototypes quickly allow for quicker iteration, and better communication of design thinking.

Good Communicator

Using evidence and compelling storytelling to convey ideas and design approaches.

SOFTWARE:

Figma, Miro, Sketch, Adobe Creative Suite, Principle

CODING:

HTML, CSS, Basic Javascript

OTHER SPECIALISMS:

Art direction, branding, typography.

LANGUAGES:

Conversational Spanish & Hungarian

EDUCATION

BA (HONS) VISUAL COMMUNICATION & GRAPHIC DESIGN – 2:1

SEP 1997 – JUN 2000

Surrey Institute of Art and Design University



SENIOR DIGITAL PRODUCT DESIGNER (CONTRACT)

TESCO — APR 2021 - PRESENT

Specialising in connected web applications that facilitate product induction, range planning, pricing and promotions across Tesco's online and physical stores in the UK and Ireland.

Supporting Tesco's digital transformation by enhancing processes for Tesco buyers, merchandisers, price setters, and suppliers, enabling better trading decisions, centralising data, and optimising outcomes for retail and online businesses.

Key achievements & responsibilities :

- Delivered data-driven product-ranging recommendations into the user interface, equipping users with insights to make informed decisions on in-store product placements.
- Contributed to a new AI-driven pricing optimisation strategy, enhancing pricing policies, which was estimated to increase business performance by millions annually.
- Integrated AI and machine learning to automate taxonomy mapping, expediting the Tesco Marketplace project to enable the induction of thousands of new products while optimising website navigation and search.
- Played a key role in developing the Enterprise Design System to ensure a high level of usability, consistency and accessibility across 13+ tools within the myProduct suite.
- Enhancing operational efficiency by optimising user experiences for colleagues and suppliers, focusing on automation and self-service capabilities for invoicing and invoice queries.
- Translating user, business, and technical requirements into clear solutions to hand off to development teams while illustrating the impacts of changes on the business and suppliers.
- Mapped existing processes to identify pain points and reduce errors through automation.
- Conducted prototype testing and user interviews to refine design solutions and inform further iterations and validate design thinking.



LEAD DIGITAL PRODUCT DESIGNER (CONTRACT)

FORTIUS GROUP/CONSTRUCTIONLINE — JAN 2020 - MAR 2021

Served as the lead designer in the creation of a pioneering Compliance, Supply Chain Management, and Analytics platform tailored for the construction industry.

Key achievements & responsibilities:

- Directed the front-end experience by implementing a new UI pattern library to enhance consistency, improve user experience, and streamline development processes.
- Provided design guidance and consultation to the team through the build of the MVP - balancing competing requirements while developing new features and making design decisions aligned with the project roadmap.
- Contributed to the enhancement of platform data through the rapid development and launch of a distinctive analytics application, enabling customers to analyse and monitor their project supply chains while addressing issues related to the COVID-19 pandemic.



SENIOR DIGITAL PRODUCT DESIGNER

NEWS UK (THE SUN, SUN SAVERS, TALKSPORT) — FEB 2018 - DEC 2019

Worked across both native app and web platforms in a multifaceted role that included:

Key achievements & responsibilities:

- Analysed user research and data findings to drive continuous feature refinement across The Sun mobile news apps, significantly enhancing user engagement, expanding the active user base, and achieving consistently high app store ratings above 4 stars on iOS and Android.
- Established a new push notification strategy for Sun Mobile apps, aimed at increasing user opt-in rates and overall interaction with news alerts.
- Designed a highly successful trial for collecting audience insights for The Sun's digital platforms, resulting in three times more customer data than initially targeted.
- Supported TalkSPORT in increasing user listening hours and engagement by developing a proof of concept prototype app and outlining a Minimum Viable Product (MVP) for further development.
- Improved the user experience and efficiency of the Sun Savers product development by introducing a UI design system and providing design support during the product re-platforming to the React Native framework.
- Ensured high delivery standards through collaboration with both on-site and off-site development teams.



For previous experience (2000-2018) - please visit jontowers.co.uk