

JOSHUA NEWELL

Senior Product Designer

Wolverhampton, United Kingdom

www.joshuanewell.co.uk

linkedin.com/in/joshuanewell

contact@joshuanewell.co.uk

PROFILE

Senior Product Designer with 10+ years of experience designing scalable digital experiences across travel, eCommerce and product-led environments. Experienced in collaborating with product, CRO, engineering and stakeholder teams to improve customer journeys, support business goals and deliver user-centred solutions at scale.

CORE SKILLS

- Product Design
- UX Strategy
- Customer Journey Optimisation
- Cross-functional Collaboration
- AI Enhanced Design Workflows
- Design Systems
- Stakeholder Workshops
- Prototyping & Wireframing
- CRO & Experimentation Support
- Developer Collaboration

EXPERIENCE

Senior UX/UI Designer

Sep 2022 – Aug 2025

BS&T Digital Limited

Led design across globally recognised travel brands including Trafalgar Tours, Insight Vacations, Luxury Gold and Costsaver, contributing to scalable digital experiences across large and complex customer ecosystems.

- Collaborated closely with product, CRO, marketing and engineering teams to improve customer journeys
- Facilitated discovery workshops, stakeholder alignment sessions and design critiques
- Contributed to scalable UI systems and component driven experiences across multiple brands
- Worked across discovery, wireframing, prototyping, high-fidelity UI and implementation review

Senior Product Designer

August 2019 – Present

SP8CESTUDIO Ltd

Delivered UX, UI and product design solutions across travel, eCommerce and digital product environments through long-term partnerships, retained client work and contract engagements.

- Collaborated with brands including ShopWired, Avon, Ocado, Flashtalking, Contact Coffee and Epitomy Solutions across UX, CRO and digital experience initiatives.
- Led customer facing redesign projects with a focus on AA Accessibility, scalable UI systems, responsive design and improved usability.
- Worked closely with developers and stakeholders to bridge UX, engineering and business requirements throughout delivery.
- Delivered discovery, wireframing, prototyping and high-fidelity UI design across a range of projects.

TOOLS

Figma, FigJam, Adobe Creative Suite, GA4, Cursor, Hotjar, Trello, VS Code, Obsidian, Pencil, Claude, ChatGPT