

Joe Willmott

Founding Product Designer / UX Lead / Zero-to-One Digital Products

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Senior product designer with over a decade of experience owning the full design process across web, native mobile and SaaS platforms, from the first sketch to the shipped product. The kind of designer who builds design systems, writes interaction logic, challenges product strategy and works directly with engineers, without needing a team around them to do it. Equally at home designing B2B enterprise tooling (white-label SaaS sold to the NBA, FIFA and F1) and high-stakes B2C experiences consumed by millions of concurrent users at peak global events. A founding designer in the truest sense: has taken products from nothing, through funding rounds, to market.

92x

#1 App Store rankings
across career

91%

Conversion rate, England
Rugby activation

£20M

Commerce revenue, Love
Island shop UX

317

Products and projects
delivered

Core Skills

- End-to-end UX ownership: research, information architecture, interaction design, high-fidelity prototyping and design system build, without dependency on a larger team
- B2B SaaS design: creating configurable, white-label product frameworks deployable across dozens of enterprise clients with distinct brands and requirements
- B2C experience design: fan-facing journeys, gamification systems and real-time interactive products at scale, across web and native iOS
- Design systems and component libraries: building robust, reusable UI frameworks in Figma and React that reduce front-end rework and accelerate delivery
- Cross-functional fluency: translating between product, engineering and business stakeholders, removing ambiguity and keeping complex builds moving
- Founding design: taking a product from zero, validating with real users and investors, iterating to product-market fit and scaling up

Experience

UX Lead & Product Owner / Monterosa / 2019 – 2025

Sole senior designer and product owner across Monterosa's broadcast and sports portfolio

Design

- Led UX architecture for FanKit, Monterosa's white-label SaaS platform, designing a component and configuration system that could be rebranded and deployed for any enterprise client without bespoke engineering work
- Designed the England Rugby fan data collection and engagement journey, achieving a 91% conversion rate
- Led UX on the Love Island in-app and web commerce experience, contributing to over £20M in merchandise revenue through research-led optimisation of payment flows, mobile layouts and conversion bottlenecks

- Designed the Nickelodeon Kid's Choice Awards digital experience for three consecutive years, navigating COPPA compliance, WCAG accessibility requirements and celebrity likeness restrictions to deliver a product used by over 10 million children
- Produced high-fidelity prototypes and interaction specifications for 92 number-one App Store activations across iOS, spanning broadcast titles including Love Island, I'm a Celebrity and X Factor, and sports clients including the NBA, FIFA, F1 and Real Madrid
- Built and maintained Figma design systems and UI libraries used across the full engineering team, reducing front-end rework by 40%
- Acted as de facto UX authority across the wider design team, including for the Design Director, and mentored junior designers in craft and process

Product

- Took on full product ownership of FanKit from 2022, growing the enterprise client base from 7 to 26 global accounts while maintaining the UX Lead role
- Structured co-funded development deals with anchor clients to prioritise high-value features and accelerate the roadmap without full internal budget commitment
- Managed full sprint lifecycle including planning, estimation, retrospectives, design handovers and QA sign-off across front-end, back-end and design teams

Fractional Product & Design Lead / Independent / 2018 – 2019

UX and product direction for early-stage startups; B2B data visualisation products for IMG

- Designed and built white-label sports data visualisation products for IMG, sold to major global sportsbook operators and contributing to the company's growth ahead of its \$3.25B acquisition by TKO
- Led UX and product strategy for multiple early-stage B2C startups, taking products from concept through to investor-ready prototypes

UX Lead / CookiesHQ / 2017 – 2018

- Directed UX strategy and delivery at a technical agency, raising design quality to a standard that contributed directly to the agency being acquired by its primary client

Product Manager / UNIT9 / 2017

- Bridged elite creative and engineering teams to deliver award-winning interactive digital installations and complex web platforms

Founder & Chief Product Officer / Paper Street Games / 2014 – 2016

- Founded and ran a mobile games studio end-to-end: concept, design, development, App Store publishing and marketing, reaching over 100 million users globally
- Secured two rounds of venture capital; built on the principle that one person with a clear vision and high standards can outperform a larger, slower team

Engineering Lead / Sparkol / 2015

- Led mobile strategy and development for VideoScribe, translating a complex desktop creative tool into a high-performance, intuitive iPad application

Game Designer / Aardman / 2013

- Level and mechanic design for high-profile interactive projects including major BBC digital titles

Awards and Recognition

- Deloitte TechTrack 100 (Monterosa, 2019/2020)
- Monterosa Most Innovative Employee (2024)
- Monterosa Most Impactful Employee (2019)
- SportsPro Media Awards: Best Fan Engagement - Fanatics F2P Games
- Sports Technology Awards: Best Fan Engagement - NBA Games Hub
- SportsPro Media Awards: Best Fan Engagement - England Rugby
- Sports Technology Awards: Best Fan Engagement Technology - Entain Games
- Football Business Awards: Best Use of Technology - Liverpool FC Match Centre

Education

BSc Digital Art & Technology / Plymouth University / 2009 – 2013

Interdisciplinary degree spanning software engineering, physical computing, interaction design and augmented reality.