



Joe Williams

JW Designer

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Location

Crowborough, East Sussex

DOB

18/03/1993

Bio

The power of design can be the pivotal factor between business success and failure, I advocate for a "less is more" approach that amplifies content and context. Inspired by how great brands strategically use design to establish their market presence, my mission is to leverage design to reposition brands, cultivating an aura of premium quality that supports a higher price for a superior offering. I've proudly contributed to the success of luxury giants such as Seiko and high fashion brand Jenny Packham, as well as played a pivotal role in the growth of smaller brands.

My design and digital acumen stems from extensive industry experience across in-house and agency environments, providing a holistic understanding of the design business. My passion fuels my commitment to continuous improvement, refinement, and iteration, always striving for design-driven progress for myself.

eCommerce UX/UI Designer

GIRAFFE360, LONDON | 07/2024-PRESENT

Leading a new frontier in eCommerce for Prop-Tech success Giraffe360. My role as eCommerce UX/UI Designer is pivotal to the implementation of eCommerce to take the product to the US market and increase online sales volume. Leveraging bespoke User Experience Design & CRO conversion techniques to design, test, deploy & iterate the bespoke solution whilst using data analytics & user behaviour insights to refine the user experience in the purchasing flow.

- User Experience Design
- eCommerce CRO & Optimisation
- UI High Fidelity Design
- Google Analytics & Hotjar Analysis

UX/UI Designer

APPNOVA, LONDON | 07/2023 - 01/2024

Leading the digital and creative output for this UK/US-based design-focused agency, specialising in lifestyle and luxury brands, I operate as a key driver reporting directly to the Creative Director. My responsibilities encompass overseeing the output of UX/UI digital projects and branding initiatives. Notably, I conceptualised a new art direction for the agency's website, a vision that was selected by the CEO over competing concepts from the long-standing internal UX/UI designer and Creative Director, subsequently leading to my design of the full site on the modular Sitecore CMS.

- UX / UI Design
- User Experience Strategy, Planning & Design
- Art Direction
- Design Strategy
- Content Strategy
- Digital Asset Creation
- Branding & Logo Design
- Brand Guidelines
- Developer Handoff, QA & UAT
- SiteCore, Magento, Shopify, WordPress Development

Group Designer

KRIEDER GROUP, TONBRIDGE | 12/2019 - 07/2023

Leading the group strategy and design across all digital, print media, and social mediums and spearheading the ground-up design and development of websites for Krieder Studio, a luxury design studio specialising in GermanMade kitchens, and their sister tile brokerage company, TBI. Under my strategic direction, both companies successfully entered the e-commerce sector with fully integrated online sales platforms. I built and managed an internal team encompassing development and digital marketing to drive the digital success of both brands. My approach involved in-depth market research and competitor analysis to inform the design and user experience of all digital products, with analytics rigorously used to evaluate implementation. My creative direction extended across multiple marketing channels, resulting in significant achievements such as Krieder's feature in Living Etc and measurable success via digital QR code tracking.

- Website UX/UI design & Development
- eCommerce Development
- SEO-optimised Content Creation
- SEO Optimisation
- E-commerce Product Database Management & Updates
- Content Creation (digital media, banners, image optimisation)
- Social Media Management & content Creation
- Corporate Graphics (vehicle vinyl & building signage)

Digital Designer

BING DIGITAL, LONDON | 10/2017 - 11/2019

I designed and managed a portfolio of small to medium-sized web projects for diverse industries, specialising in both Magento e-commerce and WordPress platforms with varying functionalities. I also oversaw a support ticketing system, providing ongoing website support and design improvements for retainer clients. My process included cross-browser compatibility checks and UAT (User Acceptance Testing), alongside effective communication with international external development teams.

- UX / UI Design
- eCommerce CRO
- Responsive Design
- Wireframing
- Conducting UX Audits
- Agency Branding Development & Internal Documentation
- Social Media Campaigns & Analysis

all previous roles [available here](#)