

Joe Mallory-Skinner

Design Systems Lead

Design systems leader with ten years of design experience, specialising in founding and scaling multi-brand systems inside complex organisations. Hands-on experience in the full stack of design systems work: strategy, team-building, community, craft, and cultural change. Proven track record of measurable impact, from an estimated £15M in annual savings at BT Group to 44% code adoption in the first year at IAG Loyalty.

CONTACT

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LOCATION

London, United Kingdom

SKILLS

DESIGN SYSTEMS

- Multi-brand systems architecture
- Design tokens
- Component design & documentation
- Contribution models
- Analytics and reporting
- DesignOps

LEADERSHIP

- Team building & hiring
- Community building
- Stakeholder management
- Workshop facilitation
- Public speaking
- Mentoring & coaching
- Agile / Scrum

DESIGN PRACTICE

- Product design
- User research
- Information architecture
- Inclusive design & WCAG
- Service design

PLATFORMS

React, React Native, Flutter, iOS, Android, Responsive web

TOOLS

Figma, Tokens Studio, Storybook, Zeroheight, Omlet Analytics, Framer, Adobe Creative Suite, GitHub, VS Code, Jira/Confluence

EXPERIENCE

IAG Loyalty (Avios)

Lead Product Designer, Alto Design System

Feb 2024 — Present • Contract

Founded and led the design function for Alto, IAG Loyalty's multi-brand design system, serving Avios, British Airways, Aer Lingus, Iberia, Vueling, and IAG Loyalty across React Web and React Native platforms. Joined as the first design hire, shaping strategy, team structure, and direction from day one.

- Achieved 44% code adoption in the system's first year, generating 1.4M design token inserts and 409K component inserts in Figma, against a north star target of 80%.
- Delivered an estimated £9.4M in time savings in the system's first year, based on team usage analytics and 2025 CAPEX data.
- Grew the team from sole designer to a cross-functional unit including a Lead Developer, two engineers, and a QA, with additional designers being recruited.
- Drove adoption by British Airways, a major milestone for cross-brand alignment across the IAG group.
- Established experience principles and a design framework now used by all product teams across the organisation.
- Built a community of 128+ internal and external users, hosting more than 48 Design System Clinics with an NPS of +48 and approximately one-hour average support response times.
- Produced the Design System Strategy and ROI Report to secure executive buy-in and ongoing investment.

Toyota Connected

Senior Product Designer, Global Design System

Feb 2023 — Dec 2023 • Contract

Launched the beta global multi-brand design system in 90 days for next-generation Toyota and Lexus connected vehicle apps.

- Created foundational design tokens for colour, theming, typography, and layout across the Toyota and Lexus brands.
- Designed and documented components and patterns in Figma and on a dedicated documentation website.
- Acted as interim design lead, supporting initial strategy and the hiring of a permanent lead.
- Drove adoption across the business and provided ongoing support to designers.

BT Group

Lead Product Designer, EE Design System

Nov 2021 — Feb 2023 • Permanent

Led design for the EE design system, saving an estimated £15M yearly for the organisation.

- Contributed to growing the team from three to twenty; helped set vision, strategy, principles, and processes.

EDUCATION

Free Code Camp

Front-end development

2022 — Present

Interaction Design Foundation

UX & Interaction Design

2016 — Present

The Brit School

BTEC National Diploma, Music

2009 — 2011

- Supported a community of 800+ users across BT Group, regularly reviewing product team work and presenting at internal events to drive adoption.
- Created foundational design tokens for colour, theming, typography, and layout.
- Designed and documented components and patterns.
- Collaborated with internal brand teams and agency partners.
- Awarded first prize at the BT GAAD Awards for contributions to accessible design.

Senior Product Designer, EE Design System

Jun 2020 — Nov 2021 · Permanent

- Designed and documented core components, patterns, and design tokens for the EE design system.
- Contributed to foundational token architecture for colour, typography, and layout across the EE brand.

Three

Sole Product Designer, Internal Tools

Aug 2018 — May 2020 · Contract

- Ran user research and created a web prototype to help call centre staff sell accessories over the phone; the prototype generated £50,000 in its first month and was progressed to full development.
- Researched and designed an in-retail solution to improve staff and customer experience when choosing tariffs and products.
- Contributed to the design system that was in development.

Dyson

Lead UX Designer, Dyson.com

Oct 2017 — Jul 2018 · Permanent

Line managed three UX designers, oversaw two Deloitte-embedded designers, and mentored ten UI designers.

- Led UX research and design across high-profile campaigns and website optimisations, in collaboration with analytics teams.
- Organised, conducted, and presented user research including interviews, moderated testing, and card sorting.
- Won budget and introduced tools to enable teams to self-serve unmoderated research; ran workshops and advocated for UX research across the organisation.

Sole Product Designer, Dyson Hero iOS App

Apr 2017 — Oct 2017 · Contract

- Six-month end-to-end project attributed £150,000+ revenue at launch and continually enhanced until discontinued in 2022.
- Researched and designed an iOS app for global business development managers, featuring interactive 3D demos, product breakdowns, videos, and case studies.
- Conducted user interviews, observational studies, card sorting, and tree testing; produced journey maps and wireframes before full UI and prototypes.
- Contributed to hiring an in-house iOS engineer, enabling faster delivery at half the cost of an external provider.

Freelance

User Research and UX/UI Design

2016 — 2017

Worked on various small web and app projects while studying with the Interaction Design Foundation, mentored by and shadowing a senior user researcher in Bristol.