Joseph Mills
Lead Product Designer

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Bio

Lead Product Designer with **10 years experience** creating large scale digital products used by more than **100 million people**.

Strong background in **sports, streaming, SaaS,** and **entertainment**. Experienced across **design systems**, **research**, **product strategy** and **multi-platform design** for iOS, Android, web and TV. Clear, collaborative and focused on data-informed, measurable product outcomes.

Highlights

- **Led product experiences** for Max, Discovery Plus and HBO Max. Helped support a combined subscriber base of **more than 100 million people.**
- Designed and shipped **Key Moments** for the **Paris 2024 Olympics**. About **15 percent** of viewers used the feature across TV, mobile and web. User feedback showed clearer understanding of live events and faster catch up.
- Scaled a **complex design system** used across **18 themed apps** for the AFL. Improved delivery speed and visual consistency by about **30 percent**.
- Delivered cross-platform **sports notifications** for Max and Discovery Plus. About **20 percent of users interacted** with alerts per video. Fewer than 5 percent turned them off.
- Led design for **Pay Per View on Discovery+** across TV, mobile, tablet and web. Helped reduce friction in purchase flows and supported **record breaking PPV events** for TNT Sports.
- Supported **launches** in more than **40 countries**. Worked with localisation teams across Discovery+ and HBO Max to align product, design and content needs.
- Contributed to **multi award winning sports and entertainment products**. Work included features used during the Olympics and in major sports events across Europe and the United States.

Experience
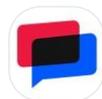
Lead Product Designer @ Pulselive (Sony)
Jan 2025 - Present · Sydney, NSW, Australia

Pulselive creates digital products for major sporting organisations including the AFL, NRL, and Cricket Australia.

- Rejoined Pulselive as Lead Product Designer across key Australian clients.
- Led the end-to-end design and delivery of responsive web, iOS, and Android apps used by millions of sports fans.
- Partnered with Product and Engineering teams to define priorities, shape roadmaps, and deliver features informed by research, analytics, and feedback.
- Defined UX requirements and design criteria aligned with accessibility standards and business goals.
- Established a scalable design system and component library across 18 themed apps, improving delivery efficiency and visual consistency by ~30%.
- Drove design maturity by embedding accessibility and QA collaboration within the release cycle.
- Led the design and user experience of AI-driven platforms powered by OpenAI models, defining user stories, wireframes, and interaction flows with backend teams.
- Contributed to roadmap and experience strategy through design research and cross-functional planning.

Experience

Senior/Lead Product Designer @ Warner Bros. Discovery
Apr 2022 - Oct 2024 · London, United Kingdom

Worked on global streaming platforms including Max, HBO Max, and Discovery+.

- Drove product experience design across TV, Web, iOS, and Android for 100 M+ subscribers worldwide.
- Partnered with Product and Engineering teams to align design strategy with roadmap priorities.
- Led user research and design validation to inform product direction and ensure accessibility compliance.
- Supported the launch of Max across 50+ markets, including the 2024 Olympic Games.
- Extended and maintained a large-scale design system used by multiple international teams.
- Led cross-functional collaboration between design, engineering, and QA to deliver high-quality releases that met accessibility standards, alongside user and business goals.
- Facilitated design reviews and workshops to align product decisions with strategic objectives.

Senior Product Designer @ Discovery Inc
Apr 2021 - Apr 2022 · London, United Kingdom

Discovery+ is a global streaming service across EMEA and the Americas.

- Led end-to-end design delivery for new features and enhancements across Discovery+ EMEA.
- Partnered with PMs and engineers to define scope, priorities, and timelines.
- Conducted usability testing and translated insights into actionable design recommendations.
- Built and scaled a centralised design system adopted by multiple regional teams.
- Mentored junior designers to improve design-to-development alignment and reduce rework.
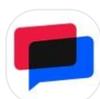
Senior Product Designer @ Citywire
Dec 2020 - Apr 2021 · London, United Kingdom

Citywire is a global financial-media company providing news, data, and events for professional investors.

- Designed and delivered experiences for public-facing websites and internal platforms.
- Conducted stakeholder workshops to align business needs and user goals.
- Created wireframes, prototypes, and specifications for engineering teams.

Mid/Senior Product Designer @ Pulselive (Sony)
Jul 2018 - Dec 2020 · London, United Kingdom

Pulselive creates digital products for major sporting organisations.

- Delivered multi-platform digital products for clients including Cricket World Cup 2019, Rugby World Cup 2019, and the Premier League.
- Created and scaled a design system improving delivery speed and brand consistency.
- Partnered with product and engineering teams to plan releases and manage dependencies.
- Collaborated directly with sports organisations to ensure features met fan engagement and commercial goals.

Experience

UX/UI Designer & Developer @ Various Roles

Jan 2015 - Jul 2018 · London, United Kingdom

Worked across multiple freelance and contract roles.

· Delivered end-to-end UX, UI, and front-end development for multiple clients.
· Balanced UX strategy, visual design, and responsive development for web and e-commerce projects - HTML, CSS, JS, and WordPress frameworks.

Education

Business & Marketing - Distinction

Durham University Business School · Master of Science (MSc)

Marketing & Design - Distinction

University of South Wales · Bachelor of Science (BSc)

Certifications

Foundations of User Experience (UX) Design

Google Certification

Awards

Best User Experience - 2024

Discovery+ & TNT Sports

Platform Of The Year - 2023 & 2022

Discovery+

Best New Platform - 2021

Discovery+

Skills

Design Strategy & Leadership

Design systems · UX research · Usability testing · Systems thinking · Cross-functional collaboration · Prototypes · Multi-platform UX (TV, mobile, tablet, and web) · Mentoring

Product Collaboration & Delivery

Roadmap alignment · Stakeholder communication · Data-informed design decisions · Agile sprint planning

Tools

Figma · FigJam · Jira · Confluence · Amplitude · GA4 · Notion · UserTesting · Google Workspace · Microsoft 365