

Joseph Lewis

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Veygo -- 2021 - Present

Senior Product Designer

At Veygo, I led end-to-end redesigns of complex customer journeys and platform systems, improving conversion, retention, and delivery speed. I increased new business conversion from 7% to 13% and more than doubled return customer conversion from 15% to 37%, while reducing friction across the journey. I also led the launch of a cross-platform design system, increasing delivery speed by 3x and enabling scalable, consistent product development.

Passion.io -- 2021

UI Designer

At Passion.io, I worked within a mobile product squad to deliver key features while contributing to the design system. I helped establish consistent patterns and components, improving UI quality and delivery efficiency, and collaborated closely with product and engineering in a fast-paced, iterative environment.

Freelance -- 2020

UI Designer

As a freelance designer, I worked with a range of startups to improve conversion across their websites and apps. I identified friction, refined user journeys, and delivered design changes that drove measurable performance improvements.

Alacrity Foundation -- 2019

Founder - Product Designer

As a Founding Product Designer, I built a startup within an incubator, securing seed funding and partnering with HSBC to deliver digital portals for commercial intermediaries. I worked across product and design from concept to delivery.