

Jo Butler

Product Designer



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SKILLS

Product Design

UI/UX Design

AI Design

User Research

Testing

User Flows

Visual Design

Prototyping

Product Strategy

Presentation Building

Storytelling

Mentoring

TECHNICAL

Figma & Sketch

Adobe Creative Suite

HTML/CSS

Principle

Zeplin

EDUCATION

DEGREE

Interactive Media Production

Bournemouth University

Graduated 2009

ART FOUNDATION

Graphic Design

University for the Creative Arts

Graduated 2006

META

PRODUCT DESIGNER · APR 2020 – MAY 2024

Global Integrity Products: Launched two 0-1 tools enabling Facebook and Instagram business customers and users to create and manage support cases for intellectual property and privacy concerns.

Workplace: Landed Knowledge Library permissions and category updates to improve content organisation, redesigned Workplace Chat search results interface, introduced commenting on Workplace Notes to foster collaboration, consolidated and redesigned multiple notification features to increase key notification consumption.

Meeting Effectiveness: Designed and shipped multiple feature improvements across internal meeting surfaces, increasing the effectiveness of internal meetings by 10%.

Document Access Management: Developed an internal 0-1 permissions manager to safeguard access to sensitive documents.

Knowledge Discovery: Designed AI-powered concepts to facilitate the discovery of internal knowledge across teams and projects.

Leadership Tools: Elevated leadership comms by designing a video creation platform and enhancements to the internal Q&A tooling.

BT

PRODUCT DESIGNER · FEB 2019 – APR 2020

Enhanced BT's B2B offering, launching new business customer dashboards, permission management and simcard request flows.

FREELANCE

PRODUCT DESIGNER · JUL 2015 – FEB 2019

Specialised in design across apps, websites and early-stage concepts for leading agencies and brands including Karmarama, Possible, Wunderman, Engine, AKQA, M&C Saatchi, Critical Mass, Spafax, Dr Care Anywhere, BWM Denstu, SapientRazorfish & more.

ISOBAR

DESIGNER · AUG 2013 – JUL 2015

Crafted impactful global campaigns and interfaces for clients including Kelloggs, Pringles, Lego, Toyota and Huawei.