



JOSHUA STANLEY

SENIOR PRODUCT DESIGNER

GET IN TOUCH

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SETTING THE SCENE

LOCATION: LONDON, UK
AGE: 36
GENDER: MALE
CITIZENSHIP: SOUTH AFRICAN & IRISH
BORN: JOHANNESBURG, SOUTH AFRICA

I'm a driven and ambitious product designer with a passion for solving complex problems through thoughtful, human-centered design. I thrive in dynamic environments, continuously exploring new ideas and technologies to create impactful products and features. Known for my logical thinking and strong sense of ownership, I take pride in seeing projects through from concept to launch — ensuring every detail meets the highest standard.

I build lasting relationships across teams, fostering collaboration and trust to deliver meaningful results. Whether working independently or as part of a team, I'm committed to getting things done efficiently and effectively.

TOOL BELT

DESIGN APPS

FIGMA

SKETCH

ADOBE CREATIVE SUITE

RESEARCH & STRATEGY

USER RESEARCH & TESTING

HEURISTIC EVALUATION

INFORMATION ARCHITECTURE

JOURNEY MAPPING

UI & INTERACTION DESIGN

WIREFRAMING & PROTOTYPING

DESIGN SYSTEMS

RESPONSIVE DESIGN

ACCESSIBILITY (A11Y)

COLLABORATION & PRODUCT

AGILE / SCRUM METHODOLOGY

CROSS FUNCTIONAL

STORYTELLING

CONFLUENCE & JIRA

MIRO

HTML & CSS

COMPLETED COURSES

2025: SERVICE DESIGN
Uxcel

2025: USER PSYCHOLOGY
Uxcel

2020: PRODUCT DESIGN
UX Academy

WORK EXPERIENCE

SENIOR PRODUCT DESIGNER

APR 2017 - PRESENT

AIIMI - IT CONSULTANCY (UK)

As one of the senior designers in our engineering team, I followed a fully agile methodology, while supporting and overseeing and delivering UI design & UX research outputs, bi-monthly product releases and customer reviews. I work closely with Business Analysts, UX Designers & Researchers, Developers, QA Testers and stakeholders. I help lead the design and successful delivery of a family of intuitive and engaging product features for a diverse range of customers, for example; Anglian Water, Jaguar Land Rover, FCA, Martin Baker, Cabinet Office, Central Bank of Ireland. Enterprise information management, Artificial Intelligence and strategic business development is our bread and butter, all of which form the central nervous system of our core product; Workplace AI.

KEY RESPONSIBILITIES

- Owning feature design from inception to delivery; exploration, ideation, hi-fidelity prototyping and dev-handover
- Building a complete and fully functional design system for Workplace AI
- Facilitating design workshops, user testing and feedback analysis
- Performing thorough user research and heuristic evaluations for new and existing feature enhancement
- Presenting product feature design reviews with stakeholders and customers
- Aligning Workplace AI with the latest accessibility standards (WCAG), with inclusivity in mind
- Collaborating with an engineering team of 40+, as well as Aiimi executives, marketing and sales departments
- Leading spotlight talks; sharing new product features and discussing on-trend UX topics with the wider company

UI / UX DESIGNER

JUN 2014 - DEC 2016

FIRSTVIEW MEDIA - DIGITAL AGENCY (SA)

My experience at FirstView allowed me to quickly move into a senior role within the agency. As a lead designer it was my responsibility to consistently deliver beautifully conceptualised, designed and thought-provoking through-the-line campaigns that myself, our team and clients were proud of. I thrived on teamwork - building positive and lasting relationships with all my colleagues. I was in constant collaboration with a strong team of developers, strategists, client services and directors.

KEY RESPONSIBILITIES

- Producing majority of our UI outputs and digital campaigns
- Working with a team of freelance and in-house designers, developers & copywriters
- Providing creative direction during ideation sessions with the team and our clients
- Assisting with UX design outputs, including persona archetypes, user journey mapping and prototyping
- Meeting with and presenting to prospective and existing clients
- Successfully delivering all forms of creative media; through-the-line advertising mediums

JUNIOR DIGITAL DESIGNER

JAN 2014 - JUN 2014

ITI - BRAND & COMMUNICATION AGENCY (SA)

My efforts were focused on successfully delivering various creative artefacts for a wide range of clientele, primarily involved in the fashion industry. Here I was able to explore the core principles of design and brand marketing through real-world applications, as well as developing a solid understanding of the holistic approach to creative brand advertising in a booming South African industry.

KEY RESPONSIBILITIES

- Designing creative outputs for predominantly print and digital media application
- Collaborating with a team of designers, copywriters and directors
- Attending client briefings and campaign shoots
- Providing creative assistive direction during campaign shoots and ideation brainstorm meetings

CREATIVE INTERNSHIP

NOV 2013 - JAN 2014

ITI - BRAND & COMMUNICATION AGENCY (SA)

After completing my degree I was eager to dive straight into the professional industry. This early opportunity provided an essential foundation during my time in marketing and advertising. Along with a love for design, this inspired me to pursue a successful career in creative design, and digital marketing and production.

KEY RESPONSIBILITIES

- Assisting designers with delivery of various creative artefacts; presentations, corporate identities and research development
- Acting location assistant for product photoshoots; in charge of handling some product logistics and on-shoot requirements

Please get in touch if your require any of further details or recommendations from the above employing parties.

TERTIARY EDUCATION

BACHELORS DEGREE - VISUAL COMMUNICATIONS

JAN 2011 - DEC 2013

IEE-VEGA

Vega provided me with a comprehensive and expert platform for brand design and advertising; allowing me, in the process, to specialise in and pursue a degree in creative brand communications. Tremendous effort was enforced by our faculty to fully understand the complete utility of Adobe Create Suite, as a primary tool for delivering exceptional creative outputs, along with developing skills in copywriting, multimedia, creative development and brand strategy.

VEGA BRAND CHALLENGE AWARDS

2013: 1ST PLACE (NATIONAL)
Client: Microsoft South Africa

2012: 1ST PLACE (PROVINCIAL)
Client: Tree, Early Childhood Development (Local NPO)

MECHANICAL ENGINEERING

JAN 2008 - JUL 2010

UNIVERSITY OF PRETORIA & TSHWANE UNIVERSITY OF TECHNOLOGY

With a strong interest and passion for science, mathematics and the world around me, I was driven to explore a career in Engineering. This helped me develop a strong logical and analytical mindset encompassed by a desire to design. It provided a wonderful opportunity to pursue my love for problem solving, while also guiding my natural creative flare through an avenue of innovative developments and solutions.

Overtime however, I realised my passion did not lie in this environment, and I made the tough but correct decision to move into a more suitable field, which would eventually unearth a true passion of mine.