Jonah Whitfield Junior Product Designer

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PROFILE SUMMARY

- **Junior Product Designer** with **2 years** in product design after 5 in customer support, working on the billing and subscription screens of a payments platform that software companies sell through.
- Designs in **Figma** and FigJam, tests with **Maze** and **Hotjar**, and follows each project on the team's **Linear** board from first research to release.
- Strongest in **discovery from support tickets**, **end-to-end billing flows** and **clear error messages**, turning the questions customers ask most often into screens that answer them.
- Works with a product manager, 5 engineers and the support team, and brings support agents into usability sessions as observers so they hear the problems first hand.
- Runs a monthly review with the support leads where the top ticket themes are sorted and the clearest ones go onto the design backlog.

TECHNICAL SKILLS

Design & Prototyping Tools:	Figma, FigJam, Auto Layout, Figma Variables
Research & Testing Tools:	Maze, Hotjar, Dovetail, Surveys
Product Discovery Methods:	User interviews, Support ticket analysis, Journey mapping
Experimentation & Analytics:	A/B testing, Amplitude, Google Analytics 4
UX & Interaction Design:	User flows, Wireframing, Empty and error states, Responsive design
Design Systems & Accessibility:	Component libraries, Design tokens, WCAG 2.2 AA
Collaboration & Delivery Tools:	Figma Dev Mode, Linear, Notion, Slack

EDUCATION

University of the West of England — **B.A. in Digital Media** — Bristol, UK · Sep 2016 to Jun 2019

Interaction Design Foundation — **UX Design Certificate** — Remote · May 2024

WORK EXPERIENCE

Paddle — **Junior Product Designer** — London, UK · Nov 2024 to Present

- Sorted **1,200** billing support tickets with the product manager into 6 problem themes, and made plan-change confusion the quarter's focus with a goal of halving those tickets.
- Redesigned the plan-change flow end to end, from the upgrade prompt to the proration preview and the confirmation email, cutting plan-change support tickets by **48%** in 2 months.
- Tested 3 invoice page layouts as Figma prototypes in Maze with 40 merchants, then shipped the one that raised first-try task success from **62% to 85%**.
- Added **6** billing components to the shared Figma library with the design systems team, including a proration table and a failed-payment banner, each checked for WCAG 2.2 AA contrast.
- Ran a 4-week A/B test on the annual plan prompt with the growth PM and shipped the winner with 2 front-end engineers, lifting annual plan take-up by **9%**.

Ovo Energy — **Customer Support Specialist** — Bristol, UK · Aug 2019 to Oct 2024

- Handled **1,600+** customer conversations a year on bills, meter readings and smart meter installs, and sent the app team a monthly list of the top issues.
- Wrote **90** help center articles based on the questions customers asked most, which cut average handling time on billing calls by 2.8 minutes.
- Took notes in **8** research sessions on the meter reading flow in the Ovo app, then sketched a fix for the photo step that the app team picked up.