Joe Newman

PRODUCT DESIGN · DESIGN SYSTEMS

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PROFILE

Design systems lead with 20+ years building digital products, including 11 at Expedia Group. Built the first Hotels.com design system and helped found EGDS, unifying design across Expedia Group. A technical designer who understands how things get built, so what I design holds up in production. Lately that includes products I've shipped solo, built with AI.

CORE SKILLS

Systems · component architecture · design tokens · multi-brand theming · governance · contribution models · documentation

Technical · Figma · Figma plugins · AI-ready design systems · agentic workflows · Claude · Claude Code · Cursor · MCP · HTML · CSS · React

Practice · prototyping · accessibility · user research · facilitation · mentoring · conversion optimisation · design ops

RECENT WORK

2026 · SOLO PRODUCTS, BUILT WITH AI

Styler · styler.design · Prompt-driven design system generator. Turns a brief and moodboard into colour ramps, type scale, spacing, icons and themed components, with token and CSS export.

MixNight · mixnight.app · Home entertainment app combining a music video library, drinks assistant based on what's in your cupboard, and darts scoring.

Ancient Alignment · ancientalignment.com · Interactive 3D globe of sacred sites with stackable theory overlays, era and region filters, and site dossiers.

EXPERIENCE

2021 – 2026

Lead Designer, Design Systems, Expedia Group

Part of the founding team that unified four design systems into EGDS, now supporting 100+ brands and 1,000+ designers and engineers across Expedia Group.

Ran tooling end to end, introducing Code Connect and building Figma plugins including Auditor and Discover. Made EGDS machine-readable for AI: a queryable resource service, restructured documentation and a spec-driven component library.

Shipped components across Figma, iOS, Android and web, and evolved the contribution model so teams could extend the system autonomously. Set the roadmap with design and engineering leads. Mentored designers and ran workshops.

2020 – 2021

Lead Product Designer, Hotels.com (Expedia Group)

Led the Hotels.com design system as it grew into UHDS, covering tokens, components, motion and governance across web, iOS, Android, CRM and social.

Drove adoption across product teams, ran onboarding workshops for designers and engineers, and set the governance that kept it coherent as it grew.

2015 – 2020

Senior UX Designer, Hotels.com (Expedia Group)

Led the end-to-end UX redesign and rebuild of Hotels.com as a Progressive Web App, taking it from concept to a conversion-positive launch in 2019. Established the first Hotels.com design system, creating the token and component foundations that evolved into UHDS, and ran optimisation experiments across landing and shopping experiences.

2014 – 2015

UX Consultant, Cashplay

Set UX direction for a mobile gaming product, from research and journey mapping through to app redesign, wireframing and usability testing. Designed deposits, tournaments and SDK integration with PMs and engineers, establishing patterns that could be reused across the app.

2014

Senior UX Designer, SapientNitro

UX lead on TUI's website redesign across its German and Nordic markets, owning information architecture, wireframes and prototyping. Reworked the site module by module, focusing on destination landing experiences and complex booking flows.

2013 – 2014

Senior UX Designer, Met Office

Redesigned and launched a responsive mobile site, from concept and prototyping through user testing. Built a style guide and pattern library, relaunched the mountain weather service used by emergency responders, and mentored designers and developers.

2009 – 2013

Owner & Creative Director, Digital New Media

Hands-on digital design across client projects while helping run the business: Facebook apps for Legoland and other brands, and e-commerce builds on Magento and Shopify.

2006 – 2009

Co-founder, Ready To Leave

Co-founded an e-commerce business selling travel and backpacking gear. Designed and built the website and front end, and handled brand, product photography, warehousing, distribution and marketing.

2005 – 2006

Web Designer, Continuum

Built websites for clients including PC World and Nissan at one of Ireland's largest digital agencies, with a focus on front-end development in HTML and CSS.

2004 – 2005

Web Designer, Gamalan

Designed and delivered websites and e-commerce experiences for a range of clients, including the relaunch of Pro:Direct Soccer.

EDUCATION

1996 – 1999

Solent University · BA (Hons) Corporate Communications