

# Jake Cox

Product Designer

jakecox.design  
jakecox0905@gmail.com | 07786 964864  
London, UK

## Profile

Product designer with 13 years designing complex software, in-house and agency side, from 0-to-1 startups to global media brands. AI sits at the core of how I work now. I use it to prototype in code, validate ideas earlier, synthesise research and reach better outcomes with less. I'm at my best taking something powerful and making it easy to step into, building journeys that help newcomers find their feet without losing the depth expert users rely on. My last few years have been strong on interaction design, adoption, and systems thinking. Outside the day job I produce and DJ, and held a 10-year residency in London.

## Experience

### News Corp - Product Design Lead (Contract)

London, Feb 2025 – Present

Leading design in a global innovation team whose work feeds News Corp's three tabloid brands, The Sun, New York Post and news.com.au, and their 20 titles across the UK, US and Australia. Focused on reader engagement, global reuse and embedding AI in how the team works.

- Leading the full design process on every feature, from discovery and business alignment through concepting, usability testing and refinement to internal buy-in and strategic sign-off.
- Defined the 0-to-1 strategy and three-layer system architecture for global reuse across the brands, cutting development time for supported features by ~50% by building once and reusing rather than each brand building its own.
- Drove a ~2x increase in page views per reader by building AI into the reading experience, moving a core engagement metric across titles.
- Implementing an AI-enhanced design strategy that cuts concept-to-delivery time and widens the range of ideas explored in the same window, lifting the quality of the output.
- Driving global adoption of the system across the brands' design teams, lifting their capability through hands-on mentoring and internal sample apps that demonstrate its flexibility to non-technical audiences.

### BX - Principal Product Designer

London, Aug 2021 – Feb 2025

Built the design and product function at a 0-to-1 climate-tech startup, designing complex carbon and environmental software for farmers and retailers.

- Made a complex environmental data platform easy to understand and feel natural for non-technical users, turning dense, technical data into something farmers could act on.
- Built the design system and internal product processes from the ground up, letting us prototype and ship POC features end-to-end in two weeks and learn from them with real users, without AI.
- Onboarded 35,000+ acres onto the platform and supported the company's expansion into the US.
- Operated as design lead and de facto product manager, owning strategy, roadmap, ceremonies and delivery with no PM in place.
- Led a rebrand with an external agency, refreshing the company's perception and sharpening its value proposition.
- Stood up the research and insight engine (Productboard, Maze, RICE prioritisation) and led the company's move to Notion and Asana.

## NewsKit (News UK) - Product Designer (Contract)

London, Oct 2020 – Jul 2021

Joined NewsKit, News UK's themeable, white-label design system spanning 5 titles with an estimated 30m monthly unique readers. Each title had been building the same features in silo, with little or no shareability.

- Brought the titles onto a common foundation to drive reuse and increase the business's capacity for innovation.
- Built a tokenised theming system that let each title apply its own brand to shared, white-label components.
- Delivered across the system's functionality, its brand identity, and internal adoption.

## Times Radio (News UK) - Product Designer (Contract)

London, Aug 2019 – Apr 2020

Design lead on a newly formed team launching Times Radio, extending a 250-year print brand into audio to reach new, younger audiences while keeping its existing subscriber base.

- Took brand and product from concept to launch on web, iOS and Android in four months.
- Launch and growth: 637k weekly listeners (Rajar), 85k downloads in the first week, 4.4 to 4.6 app store rating, then 25% year-on-year growth to 3.96m listening hours by Q4 2023.
- Built a white-label, multi-tenant component system (elements, modules, templates) later adopted by TalkSport and Virgin Radio, cutting build time across the audio portfolio.

## Selected past roles

**Wireless Group** - Product Designer (Contract). Extended the white-label audio system across TalkSport and Virgin Radio. London, 2020

**The Times & Times Literary Supplement** - Digital / Product Designer. Designed across complex, content-heavy editorial products. London, 2016–2019

**VML** - Digital Designer (Contract). Digital design and front-end for Microsoft, the New Zealand Government and Jaguar Land Rover. Auckland, 2015

**Young & Rubicam** - Digital Designer (Contract). Microsites and interaction design across multiple client brands. Auckland, 2015

**McCann London** - Digital Designer. Cross-platform apps and sites for Nestlé, World Vision and TATA. London, 2013–2014

## Tools & AI workflow

- **Design:** Figma, design systems, accessibility standards (WCAG), journey mapping, onboarding and progressive disclosure.
- **Prototyping:** Interactive prototyping and AI-assisted building in code (Figma Make, Claude Code, Copilot, VS Code, GitHub) to validate concepts before committing to full builds.
- **Research:** User interviews, usability testing, research synthesis, AI-supported research synthesis, competitive analysis.
- **Product:** Product discovery, stakeholder workshops, agile delivery, product strategy.

## Music

Produce and DJ. Held a 10-year DJ residency in London. Produce with Logic and hardware.

## Education

Bachelor of Architecture (BArch), Nottingham Trent University, 2009–2012.