

Josh Lamprell

Senior UX/UI Designer, London

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profile



Senior UX/UI designer at Konrad in London. Four years agency-side designing complex digital products – web apps, dashboards, portals and e-commerce – from discovery workshops through to high-fidelity UI, prototypes and design systems. Lately, a lot of that has been designing AI into tools people already work in, and using AI to prototype interaction faster. Award-winning e-commerce work includes Sanderson Design Group's multi-brand replatform.

experience



Konrad Senior UX/UI Designer

Aug 2026 – present

UX/UI Designer, Aug 2025 – Aug 2026

- **Promoted to Senior within 12 months** of joining.
- **Co-led the redesign of konrad.com** with the Design Director: visual direction, a variable-driven design system, and a single motion language applied from page transitions down to button hovers.
- **Built an AI-assisted prototyping workflow** for motion, interaction and icon generation, cutting iteration time from days to minutes, with every design decision landing in Figma.
- **Designed AI chat and search experiences** integrated into existing enterprise tools.
- **Built interactive HTML prototypes for new-business pitches**, and produced board-facing visualisations of functional architecture and user journeys.
- **Ran an information architecture audit** for a global technology manufacturer.
- **Reviewed and supported junior designers**, including writing peer reviews.

Tom&Co Digital Designer

Sep 2023 – Aug 2025

Junior Designer, Jun 2022 – Sep 2023

- **Sole designer on Sanderson Design Group's replatform**: a multi-brand design system, a B2B Trade Hub and the Group's first direct-to-consumer site. Won Best eCommerce Replatform at the 2026 eCommerce Awards, plus Silver for Best B2B Website of the Year.
- **Designed Topps Tiles' Trade and Retail sites on one shared system**, including mixed delivery and collection baskets, store-based live stock messaging and trade loyalty points.
- **Primary designer on the Millie's Cookies redesign**, including a personalised cookie builder, increasing conversion by 5%.
- **Designed a reusable one-click checkout template** and split-basket ordering for PGR Timber.
- **Ran and documented client workshops**, taking work from wireframes to high-fidelity prototypes for clients including Le Chateau, LeMieux and MyFujifilm.

skills



Design	UX and interaction design, design systems, prototyping, information architecture, workshop facilitation
Tools	Figma (variables, prototyping), HTML prototyping, After Effects, Photoshop, Illustrator, Lightroom, Jira
AI	Claude, Claude Code, ChatGPT and AI image tools; AI-assisted prototyping and workflow design

education



Brunel University London

BSc Digital Design, 2:1

2019 – 2022

outside_work



Film photography (freelance since 2018), gaming, cinema, music and tattoos.