

Joshua L ●●●
London
joshua-lambert.co.uk

Contact

Email
info@joshua-lambert.co.uk

Website
joshua-lambert.co.uk

LinkedIn
joshualambert1

Instagram
joshua-lambert.design

Dribbble
Joshua_Lambert

About

Product & Design Leader with 10+ years building and scaling teams, platforms, and organisations.

I lead multidisciplinary product and design teams through ambiguity, helping companies move from 0→1, 1→10, and into sustainable growth. My work sits at the intersection of strategy, execution, and team development 🧑🏻‍💻.

I believe hands-on craft and leadership reinforce each other, and I’m most effective when shaping direction, coaching teams, and embedding strong product and design practices that scale.

Work Experience

2024 – Now

Head of Product & Design – Pledge
(Acquired by Blue Yonder)
London

Ownership of product and design strategy across discovery, delivery, GTM, and customer engagement for a B2B SaaS platform.

- Accountable for end-to-end product and design strategy across multiple customer segments and stages of maturity.
- Defined and led a strategic shift to a new ICP, aligning product, design, and GTM .
- Set quarterly OKRs and owned the product roadmap, balancing new growth initiatives with the existing customer base.
- Built and launched a 0→1 product for a new ICP, converting pilot customers into paying users.
- Acted as a senior partner to leadership, providing clarity through organisational and product change.

2021 – 2024

Head of Design (Product & Brand) – Pledge
London

Built and led the design function from Seed stage through product–market fit.

- Established the design function from first principles, defining its role, standards, and operating model.
- Recruited, developed, and led a growing design team spanning product, UX, and brand.
- Led the design of the core product as it evolved from 0→1→10, contributing to PMF for the initial ICP.
- Introduced and scaled a design system to improve consistency and delivery speed.
- Partnered with an external agency on a company-wide rebrand across product and marketing.
- Partnered closely with founders during Seed stage, shaping early product and company direction.

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2019 – 2021	Head of Design (Product & Brand) – Healthily (formerly Your.MD) London Led product and brand design across a consumer health platform serving millions of users. • Led and scaled the design organisation from 2 to 10+. • Introduced clearer role definitions, career pathways, and feedback practices to support team growth. • Led a company-wide rebrand across product, marketing, and communications. • Oversaw the launch of 15+ features, contributing to 6x user growth and 4M MAUs on web. • Led the launch of the iOS product, expanding platform reach and capability. • Embedded design systems and processes to support scale in a regulated health context.
2014 – 2019	Design Director & Co-Founder – Studio Dot Info London Co-founded and led a product design studio spanning branding, product, and data-driven digital experiences. • Co-founded the studio and led creative direction, client partnerships, and delivery. • Led multidisciplinary teams across product design, brand, and data visualisation. • Delivered 0→1 and 1→10 product work for startups and established organisations. • Clients included WIRED, ShowCode, GlobalWebIndex, Futr, European Tour, The Coaching Manual, and others.
2011 – 2014	Early Career – Data, Product & Information Design London Signal Noise (The Economist Group) Information & UI Designer Thomson Reuters (now LSEG Eikon) Senior Visual Designer, Data Visualisation QuantumBlack (a McKinsey company) Lead Information & Product Design Consultant • Built strong foundations in data-driven product design, information design, and visual systems across media, finance, and analytics. • Contributed to the formation of early data and product design teams, working closely with engineers, analysts, and consultants. • Designed dashboards, tools, and visualisations translating complex financial and performance data into clear, actionable insight. • Led and contributed to experimental work exploring real-time relationships between social sentiment, financial data, and news. • Work included Project Sentysis, showcased as a large-scale interactive installation at the 2013 London Design Festival.