

Joe Phillips

Product Design Leader (UX & UI)

About

Design leader with over 15 years of experience in senior design roles across major tech companies and early-stage startups, including Apple, Spotify, Skype and Nokia, shaping products used by hundreds of millions of people worldwide.

Balancing hands-on craft with product vision and roadmap, and partnering closely with engineers to build and ship, across mobile, desktop, TV, web and immersive platforms.

Currently leading a team of designers, researchers and prototypers at Apple, working from concept through launch. The team works code-first, using AI tooling to build prototypes that carry through into engineering.

Specialties

- Consumer-facing product design
- Interaction, visual & motion design
- Prototyping in code with AI tooling
- Building & leading UX, UI & research teams
- Product strategy, roadmap & launch
- Storytelling & executive communication

Experience

Apple — Senior Design Manager 2018 - Present

Leading product design for the App Store, Apple Games, Apple Arcade and Game Center across all platforms.

- Built the team from one to 20+ designers, researchers and prototypers, setting design vision and running daily reviews across all team output.
- Launched Apple Arcade, Apple Games and the Vision Pro App Store, Privacy Nutrition Labels and, more recently, a series of AI-powered features across search, browse and product pages.
- Established a code-first practice: designers use AI tooling to build Swift and web prototypes that carry through into engineering.

Sisou — Founder & Creative Director 2017 - 2018

Creative direction and design for Instagram, Virgin, Jaguar Land Rover and early-stage startups including Thread and Puttshack.

Spotify — Design Manager 2015 - 2017

Reimagined Spotify's design language and scaled it across platforms. Also led design for Spotify Codes and early voice experiences.

Skype — Design Manager 2012 - 2015

Led designers, animators and prototypers to define and implement Skype's brand, motion language and sonic identity across platforms.

Nokia — Senior Designer 2010 - 2012

Core designer on Series 40 full touch, Nokia's touchscreen platform for emerging markets, and on its unreleased successor, Meltemi.

Superfad — Designer 2009 - 2010

Design work across advertising, broadcast and identity.

Education

Ravensbourne College 2006 - 2009

B.A. (Hons), Design for Moving Image

Awards

[iF Gold Award](#), [iF Design Award](#), [Red Dot Award](#), [IDSA Bronze](#), [IXDA Nominee](#), [Mobile World Congress Award](#)

Patents & Applications

[US11381674](#), [US10001906](#), [US9798514](#), [US11399089](#), [USD815127](#), [USD815128](#), [USD815129](#), [USD815130](#), [USD825581](#), [USD825582](#), [USD829742](#), [USD829743](#), [USD843383](#), [USD933098](#), [USD751087](#), [USD751577](#), [USD746857](#), [USD957449](#), [USD1041505](#), [USD830375](#), [USD824924](#), [USD857038](#), [USD976274](#), [US20260075133](#)

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