



Joshua Newton

Principal Product Designer

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Profile

A Product Designer who collaborates with founders to shape and launch early-stage product ideas. I'm currently helping to design safer Health experiences at Microsoft AI. I also founded and bootstrapped Orbit (TryOrbit.com), a subscription tracking app that has been featured by Apple twice. I care deeply about craft, and believe the best software does one thing well. I write about the creative process through my newsletter, Makers (MakersNewsletter.com).

Employment History

Principal Product Designer, Microsoft AI

Jan 2026 • London

- Helped launch Copilot Health, a new and dedicated health experience within Microsoft Copilot.
- Led design across the onboarding experience for health records, wearables, and personalised insights, collaborating with engineers, PMs, and clinicians.

Founder, Flooben

Apr 2025 — Present • London

- Small Software Studio in East London, building its debut app, Orbit
- Featured 3x by Apple: "26 apps for 2026", "Our Favourites: Experience a Gorgeous New Design", "Great Apps for iOS26"

Lead Product Designer, Gather

Dec 2023 — Mar 2025 • London / SF

Gather helps remote teams connect and collaborate faster.

- Shaped the design vision and delivery for Gather 2.0. Led multiple key projects: Navigation, Onboarding, and Guest Experience end-to-end. Co-defined the "Familiar, Modern, Professional" principles that unified the team's product strategy, and kept the product grounded in our customers needs and business goals.
- Owned design for other projects such as Insights, Pricing Model, and Permissions — turning complex, ambiguous problems into simple, shippable solutions.
- Described by peers as "a one-man user research and design department" — shipping detailed prototypes, clear communication, and mentoring the team.

Career Break

Apr 2023 — Nov 2023

A short sabbatical to give myself space to work on some creative projects and a little bit of travelling.

Staff Product Designer, Checkout.com

Dec 2021 – Aug 2023 • London, England, United Kingdom

- Led end-to-end design of Intelligent Acceptance, a company priority that gave Tier 1 merchants actionable data to optimise payments and reduce costs. Praised directly by the CEO.
- Led design efforts to solve complex challenges for the top 15% of merchants, who drive 60% of total processing volume.
- Mentored designers and delivered talks on designing for enterprise mental models.

Senior Product Designer - Enterprise, Ada Health

Nov 2019 – Nov 2021 • London, United Kingdom

Ada Health is a global healthcare startup on a mission to help everyone gain access to the healthcare that they need. With It's AI-based symptom checker, Ada is able to help everyone make sense of their symptoms and guide them to a relevant care option.

- Design lead for the care navigation enterprise product, Increasing appropriate conversion to care and helping users to understand what they can do about their symptoms.
- Collaborated with stakeholders across the business, including clinicians and external clients, via workshops to co-design new product initiatives.
- Increased user research capabilities for the product and enterprise clients by designing and testing a new feedback system, helping to clarify Ada's impact on users.

Lead Product Designer, Fat Llama

Jul 2019 – Oct 2019 • London, United Kingdom

Fat Llama (Y Combinator S17) is a peer-to-peer rental marketplace that allows people to rent spare items, monetise their unused possessions, and reduce waste.

- Leading designer in the growth team supporting the business during it's Series B funding round, designing across their Web, Android and iOS products.
- Organised continuous research with users, helping to define problems to solve and UX experiments to work on as a team.
- Increased conversion to listing unused items by improving product understanding through app onboarding improvements.

Product Designer, OME Health

Jul 2018 – Jun 2019 • London

OME Health is a 12 week personalised nutrition coaching app that helps people to develop long-lasting nutrition habits tailored to their intrinsic health goals, whether it be losing weight, improving your energy or wanting to improve the quality of your diet.

- After their seed round funding stage, I joined the team as their first design hire to lead the experience across their iOS and Android products.
- Working in a close-knit team with both co-founders, Product Manager and Health Coach to discover user insights, co-design, validate and launch their initial product offering.

Product Designer, Kalo

Sept 2017 – Dec 2017  London

London

Product Designer, Hive | Centrica Connected Home

Mar 2017 – Sept 2017  London, United Kingdom

London, United Kingdom

Product Designer, Farfetch

Jul 2016 – Dec 2016  London, United Kingdom

London, United Kingdom

Product Designer, Klood

May 2016 – Jun 2016  Milton Keynes

Milton Keynes

Product Designer, Santander UK

Jan 2015 – Apr 2016  Milton Keynes / London

Milton Keynes / London

Digital designer, Homebase - Home Retail Group PLC

Aug 2012 – Jan 2015  Milton Keynes, United Kingdom

Milton Keynes, United Kingdom