

Jordan Newton

A London-based, AI-native designer and builder with 5+ years across design, digital strategy, product innovation and UX. Connecting the dots between people, products, and ideas.

Currently shaping the MCP experience at GWI, on the Agentic Squad.

Based in London, UK

Stack



Education

Southampton Solent University
BA (Hons) Graphic Design

Carshalton College
Software Engineering

Google
Google UX Design

Neilson Norman Group
Measuring UX and ROI

Experience

Global Web Index (GWI) B2B Consumer Insights Product Designer
Nov 2025 - Present

- Owned end-to-end UX for GWI's MCP, the AI-native surface for querying the world's largest consumer data.
- Crafted multiple user journeys that unlocked client contracts and grew MCP adoption by 40% over eight months.
- Set the design direction for a screenless, non-deterministic surface with no existing patterns or design system.
- Ran research with MCP users to feedback into the MCP design.
- Contributed toward the GWI Design system, and created AI Integration file.
- Upskilled design team with AI tooling & workflows

Marcura / ShipServ B2B Maritime Procurement UX Designer
May 2022 - Nov 2025

- Led multiple product Initiatives, features and enhancements from discovery to delivery.
- Created and maintained the Lighthouse Design System, improving design consistency and velocity.
- Ran user research and usability testing to validate solutions and uncover insights.
- Creating the ShipServ UX Strategy Guidelines.
- Introduced product requirement documents (PRDs) to align teams.
- Proposed and shaped a beta testing environment for early user feedback.
- Launching quarterly UX scoring using SUS and CSAT to measure satisfaction and track improvements.
- Implemented data tagging and tracking strategies to measure and improve UX.
- Employed AI tools to speed up research, ideation, and prototyping.

EVA International Digital Designer
May 2018 - May 2020

- Designed four quarterly aviation magazines.
- Created a standardized magazine style guide, still in use today.
- Streamlined the content delivery, editing, and proofing processes to improve efficiency and reduce miscommunication.
- Revamped the digital magazine creation and distribution process.
- Led a full website redesign, transitioning to WordPress.
- Enabled faster article uploads, improved SEO, and enhanced website performance, setup Google Tag Manager, gathered tracking data.

Freelance Multidisciplinary Designer
Jan 2018 - May 2022

- Worked as a freelance multidisciplinary designer, delivering over 50 design & web briefs.
- Projects ranged from print to digital design.
- Created numerous websites for local businesses. (Go Green Taxis)
- Employed a wide variety of techniques and strategies tailored to each brief.