Jony Capecchi

Senior Designer — Product, Web & Brand

15+ years shaping digital products, websites and brands for startups, established teams and independent businesses. From mobile banking used by 2M+ people to brand identities and working web experiences. Strategy, design, prototyping and delivery.

From Glasgow. 15+ years in Los Angeles, San Francisco and New York. Now on Scotland's west coast. Available remotely.
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EXPERIENCE

Built & Found 2023–Present
Founder & Senior Designer — Product, Web & Brand

Founded and lead Built & Found, an independent design and development studio working with businesses across the UK and US. Combining senior product and visual design experience with hands-on development to deliver websites, digital experiences and practical improvements to how businesses operate online.

- Lead projects from discovery, creative direction and UX/UI through front-end development, testing and launch.
- Build and modernise websites using Astro, HTML/CSS and WordPress, including static-site migrations, hosting, DNS and deployment.
- Integrate forms, APIs, analytics and third-party services, and prototype AI-assisted workflows for practical business needs.
- Improve technical SEO, local search visibility, Google Business Profiles, website performance and conversion opportunities.
- Work directly with business owners on priorities, technical direction, project scope and ongoing improvements.

Palm 2025–2026
Senior Designer — Product, Marketing & Brand

Part of a broader freelance engagement supporting product, website and brand.

- Established the brand's visual direction and maintained consistency across product and marketing.
- Designed and launched the website and key marketing pages.
- Collaborated with founders and engineers on product interfaces and feature design.

Bank of the West 2019–2024
Senior Product Designer — Mobile App Team

Led design across key mobile initiatives, improving usability and consistency across the platform. Contributed to major product updates impacting millions of users, with a focus on clarity, trust and ease of use.

- Delivered work from concept through implementation.
- Collaborated across product, engineering and marketing.
- Helped evolve design systems and UX patterns.

FlipTix 2019
Product Designer

A ticketing platform focused on making resale simple, trustworthy and easy to understand.

- First design hire, shaping product and brand from an early stage.
- Led design direction across product and early development.
- Collaborated with product and engineering to shape releases.
- Created wireframes, prototypes and UI for implementation.

Stanza 2014–2018
Product Designer — Founding Team

Founding designer for a scheduling platform focused on making calendars more useful by connecting them to real-world events and communities across mobile, web and browser extensions.

- Built the brand and product from early concept through growth.
- Year 1: adopted across major colleges. Year 2: major U.S. sports teams onboarded. Year 3: global expansion. Year 4: expanded into new revenue channels.
- Worked with engineering and marketing teams to shape features and partnerships.
- Designed user flows, mockups and prototypes for research and production.
- Helped maintain a strong social and event-driven presence around the product.

KILTR

2012–2014

Product & Visual Designer — Founding Team

Led brand and product design for KILTR, a Scottish tech startup. Played a key role in building one of the largest social platforms to emerge from Scotland, helping introduce live streaming video with chat and social features ahead of many major platforms.

- Sole designer responsible for overall product experience and visual design.
- Delivered mobile-first UI and branding across product and events.
- Conducted user testing sessions to refine interaction patterns.
- Produced prototypes and supporting design assets for development.

Brand & graphic design

Earlier

Identity, publishing, packaging & campaigns

Where the work started, and still the basis for it: identity, editorial, packaging and campaign design. Includes identity and packaging for Jenier World of Teas as part of the team at Indez, the publishing identity for Back of Beyond, product marketing for White Matter and campaign work for a British Red Cross design competition.

SELECTED WORK — JONYCAPECCHI.COM

Bank of the West	Everyday mobile banking for roughly two million customers, through the move into BMO.
Stanza	Founding design for a calendar product with more than five million syncs.
Feral Kitty Club	Identity, apparel and campaign direction for a Los Angeles streetwear label.
Niche Optical	Brand, art direction and a new website for an independent optician in Glasgow.
ZestCoin	A credible blockchain identity and website built around charitable giving.
KILTR	Brand and product design for a Scottish media-sharing startup.
FlipTix	Product and brand for an event ticketing app.
Brand & Graphic Design	Identity, editorial, packaging and campaign work.

CAPABILITIES

Design	Product & UI/UX design · Responsive websites · Design systems & prototyping · Brand identity & art direction · Marketing, print & editorial
Delivery	Discovery & user journeys · Website builds & migrations · WordPress & static sites · Forms, APIs & integrations · On-page, technical & local SEO · Testing & launch support
Tools & platforms	Figma / Adobe CC · Astro / WordPress / GitHub · Cloudflare / Netlify · Claude / Codex / ChatGPT
Independent projects	AI-assisted prospecting tools · Interactive business workflows · Web3 interface concepts

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EDUCATION

BA Bachelor of Arts — 2010

Higher National Diploma — Graphic Design & New Media — 2007–2009

RECOGNITION

Winner, National Creative Loop Award for Best Graphic Design (UK)

Published design: Optical Nerve, Monsa, Magic Surprise Ice Cream — 2010–2013