Position Title	Senior User Experience Designer
Reports To	Head of Product
Overall Job Purpose	As a Senior User Experience Designer, you will play a critical part in designing a seamless customer experience across web and mobile interactions. You will be part of a cross-functional product team, leading the development of the experience in all stages of the product and service design process. You'll move from insights to ideas, discovery to definition, design to delivery, taking a human-centred user-led approach. As a customer-centric innovative thinker you will deeply understand the customer through research, use of insights and analysis of data to ensure you are designing solutions that meet their needs and add value. You are a creative problem solver who thinks conceptually to innovate new and existing solutions and can engage stakeholders in the story along the way. You will play a hands-on role, designing and prototyping the overall functionality of products and features within your product area, and to ensure great user experience, testing and iterating will be an inherent part of your approach. You'll be leading workshops and design sprints to inject design thinking to produce rapid, iterative results, helping your team validate and dismiss the assumptions they have made.
Key Responsibilities	• Deeply understand the customer you're designing for, striving to understand the what, why and how of the problems you are trying to solve. • Both formally and informally uncover user needs and contexts via primary and secondary research techniques, sharing your learnings across the global business. • Work closely with Product Managers, Engineers, and stakeholders to ensure we don't just build the thing right, but we build the right thing. • Execute and advocate for evidence-based product and design decisions – conducting user research and stakeholder interviews to gather evidence and requirements, synthesising and sharing findings and providing rationale for decisions. • Produce high quality design solutions through user research and discovery, market, and competitor analysis, low-fi and high-fi wireframes, concepting and prototyping, scenario and journey mapping and usability testing. • Plan, facilitate and lead cross-functional, collaborate, design thinking workshops and sprints to drive human-centred creative problem solving. • Be an advocate within the organisation for creating a consistent user experience, utilising the standards set through the Global Design System to support design at scale. • Advocate and implement inclusive design solutions following W3C accessibility standards and Web Content Accessibility Guidelines (WCAG). • Define relevant User Experience metrics for your product area and measure their performance over time, analysing customer pain points and proactively suggesting improvements to move the experience forward.

	• Stay current and share best practices in user-centred design and interaction design trends. • Mentor other User Experience / User Interface Designers as appropriate, providing them with timely direction, support, and honest feedback to help support their development.
Skills, Qualifications and Experiences: **Essential**	• A standout portfolio of diverse design thinking work that demonstrates product thinking and an understanding of user-centred design methodologies. • Passion for understanding people's problems, and an ability to coach the people you work with not to jump to solutions too quickly. • Strong understanding of user research methodologies and practices and ability to understand and draw out key themes and trends from analysis of customer and market data. • Experience in designing for responsive websites and mobile and tablet applications (iOS and Android). • Excellent applied skills in conducting user research, creating personas, wireframes and prototypes, storyboarding, scenario and journey mapping, information architecture, user flows and usability testing. • Experience of taking a product to market by working closely with Product Managers, Engineers, and stakeholders, optimising the performance of that product over time through testing and iteration. • Solid understanding of usability and accessibility standards, including Web Content Accessibility Guidelines (WCAG). • A good understanding of front-end development languages such as HTML, JavaScript and CSS that inform design and interaction decisions. • A good understanding of Agile methodologies and ways of working. • A great communicator, with strong storytelling skills to effectively convey compelling product ideas, able to engage and negotiate with people at all levels.
Skills, Qualifications and Experiences: **Preferred**	• Experience of working with tools such as UserTesting.com, Adobe XD, Miro, Figma, FullStory, Google Analytics etc. • Experience working in a global business environment that requires accounting for different digital ecosystems, consumer expectations and regulations in different regions and countries. • Experience of working in a direct-to-consumer commerce environment.

Personal Qualities and Skills	• You keep the customer and the value we need to deliver for that customer at the centre of everything you and the team do.
	• You know how to keep things simple and you champion offering simple, delightful experiences that solve for user's core needs.
	• You are positive, committed with a 'can-do' attitude and a bias for action.
	• You are a team-player and have experience working effectively with cross-functional teams in a matrixed organisation.
	• You are a confident, clear communicator (both verbal and written).
	• You love to learn and are constantly looking for opportunities to grow yourself and your impact.
Reviewed	April 2022