

Job title: Senior Product Designer

Core information

Location: London head office ▾	Lines of business or shared capability area: John Lewis
Reports to: Product Design Manager	
People Management: No ▾	
Assignment Management: No ▾	
Partnership Level: Partnership level 7 ▾	Manager's Partnership level: Partnership level 6 ▾
Number of direct reports: None	Partnership level(s) of direct reports: None ▾

About the John Lewis Partnership

The Partnership is the UK's largest employee-owned business and home to our two well-loved retail brands - John Lewis & Partners and Waitrose & Partners, as well as expanding into new areas beyond retail.

We aren't an ordinary business though. The Partnership is different because everyone who works here isn't just an employee. We are Partners, with a shared responsibility for our success, and we share the rewards when we're successful.

Everything we do is powered by our unique purpose: **Working in Partnership for a happier world.** Our Purpose inspires our principles, drives our decisions and acts as our guide, so that everything we do contributes to Happier People, Happier Business and a Happier World.

Critical purpose of the role

As a Senior Product Designer, you execute and deliver customer-centric product design in your product team, throughout the end-to-end design process, from initial discovery through to delivery and continuous iteration. Working on defined areas and medium complexity problem spaces, either purely digital products across customer touchpoints and/or across digital and physical journeys.

You will feed into product vision and strategy for your area within team ceremonies and activities. With a high level of customer understanding and knowledge of commercial insights and metrics, you will build empathy and advocacy for the customer in your product team/area. You influence with design thinking methodologies, and use knowledge to elevate the product teams/areas product thinking and strategy.

You are comfortable communicating designs with stakeholders, the direction and progress of the customer experience in their product, and demonstrate a good understanding of design best practices. You understand the importance of using and contributing to a design system and the role it plays within Product Teams.

You are proficient at making the complex simple, using data and insights to create rewarding experiences. You implement intuitive, rich interfaces that demonstrate a clear understanding of the latest W3C accessibility standards.

Responsible for keeping yourself informed of design trends, good practice, and the latest in design thinking. You will also have the confidence and ability to share with your peers and apply this to your everyday role.



Primary Outcomes & Accountabilities

Working in a cross-functional product team, you'll be responsible for all design artefacts produced; from thoroughly planning and running discovery, and user journey mapping – through to the execution of final UI design details. Ideating, Sketching, Wireframing, Prototyping, Designing, and Delivering the end-to-end experience (UX and UI).

Deeply understand the customers you're designing for. Whether it's joining user research sessions, learning from previous insights, reading data reports or briefing research and analysis, you'll strive to understand the what, why and how of the problems you're solving to ensure we don't just build the thing right, but we build the right thing.

Capturing and analysing customer and business data to support decisions. Knowledge and understanding of researching methodologies such as inventory creation, data analytics, multi-variant testing, usability testing (remote and lab), heuristic analysis, competitor reviews, ethnographic studies, card sorting, surveys and similar activities. Partnering with user researchers to solve customer problems.

You're pragmatic and able to balance the ideal experience with knowing where and when to make scoping trade-offs based on technical constraints, experimentation strategy or business risk.

Planning and facilitating workshops and activities to establish customer, business and project requirements and to identify risks and dependencies. This includes running Google Sprints, visioning sessions, persona development, affinity and empathy mapping and end-to-end customer journey mapping (across digital and offline).

Capturing user stories in Jira tickets with clear goals, hypotheses and acceptance criteria to inform the work.

Being confident in using and contributing to a Design System, and using components to realise your designs. You will be collaborating with other designers to create accurate responsive designs and working with the development team to realise designs including interactive states and motion/animation.

You create beautiful digital experiences that are accessible, intuitive, consistent and delightful. You are proud to be pixel perfect and attention to detail is part of your DNA. You have a strong appreciation for brand identity and design, can adhere to and promote brand guidelines, and understand when to creatively interpret them.

Basic knowledge of front-end technologies and capable of seamless handoff to developers. As part of the quality assurance process, you will be responsible for reviewing the UI once in the development phase and diligently conducting touchpoint testing in both shops and digital, cross-browser and device testing.

Measures of success

Contribution to the delivery of the overarching Online Objectives and Key Results (OKRs) and the creation and delivery of more detailed OKRs within your product area to support the achievement of these.

Improvements to customer satisfaction metrics and feedback relating to the usability, accessibility and overall experience of your product area.

Product and/or mission Scorecard OKRS - commercial and customer (Csat, NPS, accessibility, usability of your product area)

Specific Product & Experience Design OKRS

Personal development in product design 'craft' skills & people skills



Advocating and implementing inclusive design solutions following W3C accessibility standards – as a digital retailer, we are committed to level AA conformance.

Engaging and contributing to the Product Design Community as a whole, through sharing, seeking and giving feedback, sharing knowledge and bringing the outside in.

Keeping well informed of trends and industry innovation and good practice plus dedicating effort to sharing this knowledge to the wider Product Design team.

Take responsibility for actively engaging with change, and proactively taking ownership of personal development.

Appreciate what different life experiences bring to the Partnership and the value this adds to unbiased and smarter decision making.

Set the tone, context and outcomes for the team with the voice of the customer at the heart.

Skills

Being embedded in an established product area with a team already in place will put these skills to the test from day one so the successful candidate must be able to demonstrate these key skills at an advanced level.

- Expert and advocate of a User Centred Design Process/Design Thinking.
- Ideating, Sketching, Wireframing, Prototyping, Designing the end to end experience (UX and UI).
- Customer journey mapping and user flows.
- User research fundamentals. Partnering with user researchers to solve customer problems.
- Capturing and analysing customer and business data and insights and utilise this through your work.
- Planning and facilitating workshops throughout the design process.
- Desk research - heuristic analysis, competitor analysis.
- Responsive design.
- Understanding of visual, content and brand-styles design.
- QA testing.
- Decision Making.
- Digital Expertise.
- Communication & influencing skills, dialling up through 'storytelling' approach.
- Relationship building.
- Continuous improvement.
- Proficient in using digital design tools i.e. Figma.
- Creativity & Innovation.
- Collaboration and community engagement.
- Stakeholder Management, engagement and influencing



Qualifications & Experience (where applicable)

Essential

- Experience working as part of a Product Team in an agile environment
- Experience working through the Product Design lifecycle from discovery / research through to the final UI design with a portfolio to showcase this work.
- Experience with agile working methodologies.
- Ability to think at a high level about product strategy and clearly articulate design decisions.
- Understanding of the technical implications of design decisions.
- Strong understanding of the value of UI style guides and components. Experience using and helping to maintain a design system.
- Passion for problem solving and UX Design.
- A basic understanding of front end technologies code (HTML, CSS) and/or Native design technologies.
- Working knowledge of W3C Accessibility standards.
- Excellent communication skills and people-focused design mentality to help set up frameworks and brainstorm initial.
- Proficient in using digital design tools i.e. Figma

Desirable

- Helping inform business decisions and roadmaps by using a design thinking approach.
- Omnichannel, retail or e-commerce experience. Designing for store-based digital and physical products, services and experiences.
- Experience working with modern design tools like Figma, Miro, Adobe Creative Cloud
- Experience conducting research.
- Desk research - heuristic analysis, competitor analysis.
- Previous experience with animation/motion/interaction design, native app design, or brand/visual/graphic design.
- First hand experience with front-end development. Ability to understand advanced languages such as React, Swift etc.

Version	Created/updated by	Date
1.0	James Gough	9.12.20
1.1	Rebecca Goss & Nina Ricketts	16.5.24
1.2	Steve Masterton	01.08.2024
1.3	Steve Masterton	22.10.2024