JOHN LEWIS PARTNERSHIP | JOHN LEWIS | WAITROSE

Job title: Senior User Experience (UX) Researcher

Core information

Location: Hybrid working Drummond Gate (Pimlico)	**Lines of business or shared capability area:** Pan Partnership Customer
Reports to: Digital Product Lead	
People Management: No **Assignment Management:** No	
Partnership Level: Partnership level 7	**Manager's Partnership level:** Partnership level 5
Number of direct reports: **0**	**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 UX Researcher working across Waitrose and John Lewis, you will lead research that shapes loyalty propositions and customer engagement experiences. You will help teams understand what customers value, what builds lasting engagement and how loyalty can make shopping more relevant and rewarding.

Your primary focus will be loyalty and customer engagement, considered within the context of the core shopping journey. You will explore how customers discover, understand and use loyalty benefits, and how those experiences connect with browsing, purchasing and post-purchase interactions across digital and physical touchpoints.

You will take ownership of research within this remit, from early discovery and proposition development through concept testing, usability evaluation and continuous improvement. You will remain a hands-on practitioner while influencing priorities, challenging assumptions and helping teams make confident, evidence-based decisions.

You will work closely with Product, Design, Engineering, Customer Data, Insights and Analytics, and loyalty stakeholders. You will also collaborate with the Design and UX Research capability functions within each brand, aligning with their standards and practices, drawing on existing knowledge and contributing learning back into their communities.

Working across both brands, you will identify opportunities to share insight while recognising differences in customer needs, shopping missions and loyalty propositions. Your work will help the Partnership create experiences that deliver meaningful customer value and support engagement, repeat shopping and long-term loyalty.

Key Responsibilities

- Own the research plan for loyalty and customer engagement across both brands, agreeing priorities with the Digital Product Lead and stakeholders so evidence informs decisions at the right time.
- Lead discovery into customer needs, motivations and behaviours, identifying opportunities to strengthen loyalty propositions and their connection with the core shopping journey.
- Evaluate concepts and live experiences to understand how customers discover, understand and use benefits, rewards and personalised experiences.
- Independently deliver research with customers and Partners, selecting appropriate qualitative and quantitative methods and meeting agreed quality, timing and budget expectations.
- Combine research with customer insight, behavioural data and experimentation findings to influence product priorities and design decisions.
- Work with each brand's Design and UX Research functions to maintain standards, coordinate research and connect findings with wider shopping journey knowledge.
- Communicate clear recommendations that help teams act on evidence, explaining limitations and remaining uncertainty.
- Embed inclusive and ethical research practices, following agreed standards for accessibility, consent and data handling.
- Share reusable insight across brands and coach colleagues, reducing duplication and strengthening research practice.
- Track how research influences decisions and contributes to improvements in customer understanding, ease of use, engagement and loyalty outcomes.

Qualifications & Experience

Essential

- At least 5 years of experience leading UX research independently, with examples of influencing product strategy and design decisions.
- Strong qualitative and quantitative research skills, including sound judgement in method selection, analysis and interpretation.
- Experience delivering on a wide range of research projects and at different life cycles, including discovery and generative research projects.
- Strong communication and stakeholder influence, including with senior audiences and across multiple teams.
- Ability to navigate ambiguity and understand customer behaviour across complete journeys.
- Commercial awareness, connecting customer needs with business outcomes.
- Practical knowledge of inclusive, accessible and ethical research.

Desirable

- Experience in loyalty, rewards, membership, personalisation or customer engagement.
- Retail or ecommerce experience spanning digital and in-store journeys.
- Experience working across multiple brands or within a large, complex organisation.
- Experience coaching others or improving research practice.

Version	Created/updated by	Date
1.0	*Mitul Lakhani*	*20/10/2026*
2.0	*Mitul Lakhani*	*26/10/2026*