JOHN LEWIS PARTNERSHIP | JOHN LEWIS | WAITROSE

Job title: Principal Product Designer

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 6	**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 Principal Product Designer in Loyalty & Customer Engagement, you will shape and deliver the design vision for experiences that help customers understand, access and make the most of the brand's loyalty benefits and propositions.. Your work will support meaningful engagement, repeat shopping and long-term loyalty.

Working within either John Lewis or Waitrose, you will lead design across the end-to-end loyalty experience and its connections with the core shopping journey. You will collaborate across relevant product teams to ensure loyalty feels coherent and useful wherever customers encounter it, from discovering benefits to using rewards when shopping online or in store.

As an expert practitioner and senior individual contributor, you will combine strategic direction with hands-on design. You will turn complex, ambiguous challenges into clear opportunities, compelling concepts and high-quality experiences, guiding work from discovery through delivery and continuous improvement.

You will partner closely with Product, UX Research, Engineering, Data and loyalty stakeholders, alongside your brand's Design capability and experience leadership. You will use customer evidence and commercial understanding to influence priorities, build alignment and make pragmatic trade-offs while protecting the quality of the overall experience.

Your influence will extend beyond your own design work. Through mentoring, critique and collaboration, you will strengthen design practice, raise standards and help teams deliver accessible, consistent experiences that reflect the brand's identity and customer needs.

Key Responsibilities

- Set the design vision for loyalty and customer engagement, aligning customer needs, brand direction and business priorities across relevant product teams.
- Lead complex design challenges across loyalty and the core shopping journey, creating coherent experiences that help customers discover, understand and use benefits.
- Shape discovery with Product and UX Research, using evidence to challenge assumptions, identify opportunities and evaluate solutions.
- Deliver hands-on design from journey maps and concepts through prototypes and detailed interfaces, making the intended experience clear and testable.
- Translate the longer-term vision into achievable improvements with Product and Engineering, balancing customer value, technical constraints and commercial priorities.
- Uphold interaction, visual design and accessibility standards, working with engineers to carry design quality through to launch.
- Partner with the brand's Design capability to evolve reusable design patterns and improve consistency across loyalty and shopping experiences.
- Align stakeholders and coordinate design work across teams through clear storytelling, facilitation and explicit decisions on priorities and trade-offs.
- Mentor designers, lead constructive critique and share learning across the Partnership to strengthen design craft and practice.
- Use research and performance data to assess and improve benefit understanding, task completion, reward uptake and engagement.

Qualifications & Experience

Essential

- Experience setting design direction across multiple product teams and influencing complex initiatives within a large organisation.
- A portfolio demonstrating expert product design craft, from discovery and strategic vision through to delivered interfaces and measurable outcomes.
- Strong systems and service design thinking, with the ability to connect individual interactions into coherent end-to-end journeys.
- Strong stakeholder influence, storytelling and facilitation skills, with sound judgement in balancing customer, commercial and technical considerations.
- Deep expertise in interaction and visual design for responsive web and native mobile experiences, including information architecture and prototyping.
- Practical expertise in accessibility and design systems, supported by evidence of delivering inclusive, consistent experiences.
- A proven record of mentoring designers and raising the quality of design practice.

Desirable

- Experience designing loyalty, rewards, membership, personalisation or customer engagement propositions.
- Retail or ecommerce experience, particularly journeys connecting digital and in-store touchpoints.
- Experience using experimentation and behavioural data to improve customer experiences.
- Experience designing for in-store digital products or using motion to support interaction and understanding.

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