

# LAITHWAITES

<b>Position Title</b>	<b>Head of UX &amp; UI 6 Month FTC</b>
<b>Reports To</b>	<b>Head of Digital Performance</b>
<b>Overall Job Purpose</b>	<p>At Laithwaites Wine, we're passionate about creating exceptional experiences for our customers. As the UK's leading direct-to-consumer wine retailer, we combine innovation with tradition to deliver seamless journeys across our digital platforms. We're now looking for a Head of UX/UI Design to lead the transformation of our online and mobile experience.</p> <p>Reporting to the Head of Digital Performance, you'll take ownership of UX/UI strategy and execution across our UK websites and mobile app, including Laithwaites.co.uk , sundaytimeswineclub.co.uk , averys.com , and averyswinecollection.com (AMEX). This is a pivotal leadership role where you'll manage a team of designers, collaborate with development and creative teams, and drive improvements that make our digital experiences more intuitive, accessible, and visually compelling.</p> <p>A key focus will be championing mobile-first design principles across all projects, ensuring that mobile experiences are prioritised and optimised for usability, performance, and conversion. You'll also lead the evolution of our existing mobile app experience, ensuring it aligns with best-in-class design standards and customer expectations.</p> <p>You'll bootstrap a design system in Figma from existing code, establishing it as the single source of truth that syncs with development, and then evolve it into a joint brand and component strategy. This will lay solid foundations for design consistency and scalability, bridging the gap between design and development.</p> <p>Collaborating closely with the CRO and Digital Experience Lead, you will shape and drive the design strategy across all key website and app pages. This will form part of a structured test-and-learn programme aimed at delivering continuous improvements aligned with our North Star objectives</p>
<b>Key Responsibilities</b>	<p><b>Lead UX/UI Strategy:</b> Define and deliver a design vision that enhances usability, accessibility, and conversion across all UK websites and the mobile app, with mobile-first principles at the core.</p> <p><b>Champion Mobile-First Thinking:</b> Embed mobile-first design processes across the team and business, ensuring all journeys are optimised for mobile devices and app experiences.</p> <p><b>Design System Ownership:</b> Bootstrap a design system in Figma from existing code and establish it as the source of truth.</p> <p>Sync design and development workflows to ensure alignment and scalability.</p> <p>Develop a joint brand and component strategy, including colour palettes, typography, imagery styles, and tone of voice.</p> <ul style="list-style-type: none"> <li>• <b>Centralised Brand Assets:</b> Work with the Head of Creative to ensure both digital and print teams have access to a shared brand asset repository (logos, templates, icon sets) using platforms like Figma, Adobe Creative Cloud Libraries, or SharePoint.</li> <li>• <b>Version Control &amp; Collaboration:</b> Implement version control and run regular design alignment meetings to share updates on campaigns, product launches, and design trends.</li> </ul>

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	<ul style="list-style-type: none"><li>• <b>Team Leadership:</b> Manage and mentor a small team of UX/UI designers, fostering collaboration and professional growth.</li><li>• <b>Cross-Functional Collaboration:</b> Work closely with Digital Commerce (Tech), CRO, and Creative teams to align design with business goals and technical requirements.</li><li>• <b>Customer Journey Optimisation:</b> Drive improvements to key pages (PLPs, PDPs, basket, checkout, homepage) and mobile app flows through iterative design and CRO testing.</li><li>• <b>Accessibility &amp; Best Practice:</b> Champion inclusive design principles and ensure compliance with accessibility standards.</li><li>• <b>Creative Integration &amp; Campaign Consistency:</b><ul style="list-style-type: none"><li>○ Partner with the Head of Creative to align digital and offline design strategies for a seamless brand experience.</li><li>○ Ensure that marketing campaigns and creative assets translate effectively across mobile, app, and online channels, delivering the same impact and clarity as offline printed materials.</li><li>○ Develop guidelines and processes to guarantee consistency in messaging, design, and user experience across all touchpoints.</li></ul></li></ul>
<b>Personal Qualities and Skills</b>	<p>We're looking for a strategic thinker and hands-on leader who thrives in a fast-paced ecommerce environment. You'll have:</p> <ul style="list-style-type: none"><li>○ Proven experience in senior UX/UI roles within ecommerce, ideally leading design systems and large-scale projects.</li><li>○ Strong stakeholder management skills with the ability to influence at a senior level and collaborate across teams.</li><li>○ Expert knowledge of UX/UI principles, accessibility standards, and responsive design, with a specialist focus on mobile-first and app design.</li><li>○ A track record of delivering measurable improvements to customer journeys and conversion rates.</li><li>○ Leadership experience, including managing and developing design teams.</li><li>○ A proactive, solutions-focused mindset – someone who challenges the status quo and drives innovation</li><li>○ Exceptional communication skills with the ability to translate complex concepts into simple, actionable insights and break them down into clear, structured, and manageable tasks</li></ul>

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<b>Essential / Desired Experience and Skills</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"><li>• <b>Figma Design:</b> Component design, design systems, UI.</li><li>• <b>API Awareness:</b> Basic understanding of APIs to facilitate design-development workflows (not expert level required).</li><li>• <b>CMS Experience:</b> Familiarity with CMS or headless CMS for page development and content integration.</li><li>• <b>Component-Based Systems:</b> Understanding of front-end component architecture to support design/dev integration</li></ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"><li>• <b>Figma Make:</b> AI prototyping (or equivalent tools such as Claude Code, Cursor, V0).</li><li>• <b>Front-End Knowledge:</b> HTML, CSS, JavaScript to bridge design and development alignment.</li><li>• <b>Adobe Creative Cloud:</b> Understanding of asset libraries.</li><li>• <b>Adobe Illustrator:</b> Vector graphics, icons, marks.</li><li>• <b>Storybook:</b> Experience working with development teams on component library documentation.</li><li>• <b>Zeroheight:</b> Experience documenting design systems</li></ul>
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