

Mark Jones

PRINCIPAL PRODUCT DESIGNER

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Based in Blackpool, UK · Open to Remote, Hybrid & International Opportunities

01 EXECUTIVE PROFILE

Principal Product Designer with over 20 years' experience designing and delivering digital products across enterprise SaaS, supply chain, ecommerce, travel and retail. I help organisations reduce uncertainty, improve product decisions and deliver measurable business outcomes by combining customer insight, behavioural analytics, experimentation and strategic product thinking — leading products from opportunity through discovery, research, prioritisation, design, delivery and continuous optimisation, working closely with Product, Engineering, Research and business stakeholders to balance customer value, commercial objectives and technical feasibility.

My experience spans global enterprise platforms supporting millions of assets and complex supply chains, high-volume ecommerce experiences and consumer travel platforms generating hundreds of millions of pounds in annual revenue. Alongside delivering products, I have established UX governance, introduced design quality frameworks, mentored designers and pioneered practical AI-enabled product workflows. I operate as a player-coach — equally comfortable facilitating executive workshops, leading global research programmes and building evidence-led business cases as creating production-ready prototypes alongside engineering — combining strategic leadership with hands-on execution to simplify complexity and improve product decisions.

02 SELECTED CAREER HIGHLIGHTS

- 20+ years designing and delivering digital products across enterprise SaaS, supply chain, ecommerce, retail and travel, progressing from Designer to Creative Director, UX Designer to Senior UX Designer, and ultimately Principal Product Designer.
- Delivered 400+ interactive prototypes, 300+ research sessions and 125+ A/B and multivariate experiments, contributing £25m+ in measurable commercial growth through evidence-led optimisation.
- Led one of Brambles' largest global discovery programmes, engaging 190+ participants across Europe, North America, LATAM, IMETA and Australia to shape the future vision of AI-enabled supply chain products.
- Established UX Governance, Design Quality Assurance, usability testing capability and AI-enabled product workflows, improving collaboration, reducing delivery risk and strengthening product quality across enterprise teams.
- Designed and optimised end-to-end customer journeys spanning acquisition, search, product discovery, checkout, onboarding and ongoing engagement across both B2B and B2C products.
- Recognised through multiple industry awards, including the UK Digital Experience Awards, Online Retail Awards and Travolution Awards, with work featured in national television advertising campaigns.
- Recognised early opportunities in emerging technology, introducing augmented reality within furniture retail before later pioneering and practical AI workflows for enterprise product teams.

03 CORE EXPERTISE

Product Strategy & Discovery

Product strategy · Opportunity identification · Discovery · Product vision · Workshop facilitation · Journey mapping · Prioritisation · Business cases · Product roadmaps

Research & Validation

Global user research · Usability testing · Behavioural analytics · Experimentation · Hypothesis-driven design · Qualitative & quantitative research · Insight synthesis

Product Design

Enterprise SaaS · Ecommerce · Information architecture · Interaction design · Interactive prototyping · Design systems · Data visualisation · Dashboards · Accessibility · Mobile & responsive design

Delivery & Collaboration

Cross-functional product teams · Agile delivery · User stories · Functional requirements · Design QA · Developer collaboration · Stakeholder management · Product documentation

Leadership & Growth

Mentoring · UX Governance · Design Quality Assurance · AI-enabled workflows · Team development · Executive communication · Design operations · Cross-functional leadership

Brambles (CHEP)

September 2022 – Present

Senior UX Designer → Principal Product Designer

Brambles is the world's leading supply chain logistics company, operating in more than 60 countries, with digital platforms providing visibility across more than 300,000 supply chains for over one million customers and partners while tracking more than 300 million physical assets.

Joined during a major digital transformation to establish and mature User Experience within the Digital Scoping Squad and Digital Customer Solutions, progressing from Senior UX Designer to Principal Product Designer in recognition of strategic leadership and organisation-wide influence. Worked across enterprise SaaS products spanning supply chain visibility, asset management, analytics, mapping, mobility and AI-enabled decision support, collaborating daily with Product Managers, Researchers, Engineers, QA, Data Science and Commercial teams across the complete product lifecycle – from opportunity identification through research, strategy, prioritisation, design, implementation, validation and continuous optimisation.

Product Strategy & Discovery

Led product discovery initiatives from opportunity identification through to validated concepts, helping teams reduce uncertainty before engineering investment. Facilitated cross-functional discovery workshops and stakeholder alignment sessions that translated customer problems into prioritised opportunities and roadmap recommendations, building evidence-led business cases that balanced customer desirability, commercial viability and technical feasibility. Worked within – and frequently led – cross-functional Product Trios, adapting team structures to each stage of the lifecycle: partnering with Product Managers and UX Researchers during discovery to explore opportunities and validate assumptions, and with Product Managers and Engineers during delivery to translate validated concepts into production-ready solutions through Agile development.

Research & Customer Insight

Designed and led global research programmes across Europe, North America, LATAM, IMETA and APAC, combining qualitative and quantitative research to shape strategic product direction – including one of Brambles' largest discovery programmes, engaging more than 190 participants through interviews, surveys and workshops to define the future vision for Copilot, an AI-enabled supply chain assistant. Established Brambles' first dedicated usability testing capability, including the organisation's first live-streamed usability laboratory, translating findings into strategy and roadmap recommendations that directly influenced product investment decisions.

Product Design & Delivery

Led end-to-end product design across complex enterprise SaaS platforms, producing service blueprints, interaction models, information architecture, high-fidelity prototypes and production-ready specifications that ensured seamless communication between Product, Engineering and QA. Established and led UX Quality Assurance practices across multiple product teams, validating that interaction behaviour, usability and functional experience worked exactly as intended and embedding customer experience considerations alongside functional testing – balancing design quality with pragmatic delivery decisions to reduce risk and minimise rework. Supported Agile delivery through backlog refinement and sprint planning, and for high-priority initiatives regularly co-created designs alongside fellow designers in shared Figma workspaces, providing real-time mentoring and critique.

Practice Leadership & AI Innovation

Operated as a player-coach across both the UX Chapter and Product organisation, mentoring designers and raising design quality through influence rather than hierarchy. Developed and introduced UX Governance, Design Quality Assurance and the UX Design Cycle, creating repeatable quality standards adopted across multiple Digital Customer Solutions teams, and facilitated design critiques and knowledge-sharing sessions that established more consistent practices across globally distributed teams. Introduced AI-enabled product workflows that accelerated research synthesis, concept generation and prototyping while maintaining rigorous evidence-led practices, and created the AI Playground to demonstrate practical applications of AI across product design – applying AI as an accelerator for product thinking rather than a replacement for research.

SELECTED ACHIEVEMENTS

- Promoted to Principal Product Designer in recognition of strategic leadership, organisation-wide influence and product impact.
- Recognised through multiple Digital Excellence Awards for innovation, storytelling and contribution to digital transformation.
- Presented product vision, research insights and AI-enabled design workflows at Digital All Hands and leadership forums, raising organisation-wide understanding of evidence-led product design.

Steinhoff Retail (Bensons for Beds & Harveys Furniture)

November 2016 – September 2022

Lead UX Designer

Steinhoff Retail was one of the UK's largest furniture retailers, operating Bensons for Beds and Harveys Furniture through nationwide retail stores and ecommerce platforms. Joined during a period of significant digital transformation, helping reshape customer experiences across web, mobile and omnichannel retail while supporting the migration from Magento to BigCommerce.

Worked across Product, Ecommerce, Marketing, Merchandising, Data Analytics, Engineering and external delivery partners as the UX lead across multiple strategic initiatives, balancing customer needs with commercial objectives to improve acquisition, engagement, conversion and long-term customer value.

Product Strategy & Commercial Optimisation

Designed and optimised complete digital purchasing journeys spanning acquisition, discovery, checkout and post-purchase experiences, using behavioural insight and customer research to reduce friction and improve business performance. Partnered closely with Product Owners, Ecommerce Managers and Data Analysts to prioritise initiatives and shape roadmaps based on customer evidence, commercial impact and implementation effort, applying hypothesis-driven product thinking to ensure investment focused on the highest-impact initiatives.

Experimentation & Customer Insight

Planned, managed and continuously evolved the annual Conversion Rate Optimisation programme, establishing a structured framework that combined behavioural analytics, customer research and experimentation to drive continuous improvement – each experiment contributing new evidence that informed future hypotheses in an iterative feedback loop of learning, validation and improvement. Combined qualitative research with quantitative analytics to understand not only what customers were doing but why, owning the UX research and experimentation pipeline across internal designers, freelance specialists and external optimisation agencies to deliver a continuous programme of evidence-led improvement.

Product Design, Delivery & Digital Transformation

Led end-to-end product design across ecommerce platforms, producing customer journey maps, information architecture, interaction models, wireframes and production-ready design specifications, translating customer insight into functional requirements and user stories that supported efficient Agile implementation. Played a key role in Steinhoff Retail's migration from Magento to BigCommerce, helping redesign customer journeys and establish scalable UX practices during one of the organisation's largest transformation programmes, and introduced and facilitated Agile ceremonies that helped establish a more collaborative, structured delivery process within a lean team.

Leadership & Collaboration

Operated as the UX lead across multiple initiatives, bringing together Product, Engineering, Analytics, Marketing and external agencies around shared customer outcomes – working directly with senior stakeholders to communicate research findings and build confidence in evidence-led product decisions, while mentoring designers and encouraging constructive critique across disciplines.

SELECTED ACHIEVEMENTS

- Led one of the organisation's largest continuous optimisation programmes, combining behavioural analytics, customer research and commercial insight to drive product investment decisions and continuous improvement.
- Co-led the digital transformation from Magento to BigCommerce, redesigning end-to-end customer journeys while supporting business continuity throughout the COVID-19 pandemic.
- Coordinated internal designers, freelance specialists and external agency partners to deliver a continuous pipeline of research, experimentation and product improvements.

Thomas Cook Scheduled Business Division / dnata Travel (Emirates Group)

July 2012 – November 2016

UX Designer → Senior UX Designer

Joined Thomas Cook Scheduled Business Division to improve digital customer experiences across a diverse portfolio of travel brands, becoming part of dnata Travel (Emirates Group) following its acquisition in 2014 and earning promotion to Senior UX Designer in recognition of growing leadership and commercial impact. Worked across a portfolio of consumer and B2B travel platforms generating approximately £500 million in annual online revenue – including Netflights, Travelbag, Gold Medal Travel, Cresta Holidays, Pure Luxury Holidays, Thomas Cook Signature and Thomas Cook Tours – designing and optimising end-to-end booking experiences spanning flights, package holidays, luxury travel, hotels, car hire, insurance and complex third-party integrations for both leisure travellers and professional travel consultants.

Product Strategy & Customer Journey Optimisation

Led UX across complex travel booking journeys, designing seamless experiences from acquisition through search, trip planning, booking, payment and post-purchase management. Applied behavioural analytics, customer research and commercial insight to identify opportunities throughout the booking journey, reducing friction while improving conversion and business performance, and designed digital experiences for both consumer and B2B platforms – including a specialist booking system used extensively by UK travel agencies to search, compare, customise and book complex itineraries quickly and accurately.

Research, Experimentation & Delivery

Established a structured evidence-led approach to product improvement, analysing booking funnels, search performance and abandonment trends to translate findings into prioritised hypotheses and measurable design improvements. Managed the end-to-end usability research process in partnership with an external specialist agency – shaping study objectives, discussion guides and prototype experiences, and helping establish a dedicated usability laboratory at MediaCityUK – ensuring every experiment and research activity generated evidence that shaped future product decisions. Designed high-fidelity prototypes, interaction models and production-ready specifications across multiple brands, producing user stories, functional requirements and developer handover materials that enabled efficient collaboration across Product, Engineering and QA throughout Agile delivery.

Cross-functional Leadership

Worked within cross-functional Product teams, helping bridge Product, Engineering and Design throughout discovery and delivery, and frequently facilitated collaborative workshops and design reviews that aligned technical teams around shared customer problems. Coordinated internal freelancers, Design Studio and Email Marketing teams alongside specialist usability agencies, managing work pipelines and shared resources across multiple concurrent initiatives while maintaining quality and delivery momentum within a lean digital team.

SELECTED ACHIEVEMENTS

- Promoted from UX Designer to Senior UX Designer in recognition of commercial impact, product leadership and growing strategic influence across a portfolio generating approximately £500 million in annual online revenue.
- Contributed to increasing online conversion from approximately 0.4% to 1.0% through evidence-led optimisation, customer research and continuous experimentation.
- Delivered award-winning customer experiences recognised through multiple Travolution Awards, Online Retail Awards and UK Digital Experience Awards, with work featured in national television advertising.

Inenco Group

February 2012 – July 2012

UX Designer

Joined this leading UK energy consultancy to broaden experience across digital, branding and business communications during a relocation to the Fylde Coast. Designed responsive websites, landing pages and digital communications that translated complex energy and business services into clear customer experiences, alongside branding, exhibition graphics and wider marketing communications – with early work on digital dashboards and business reporting interfaces laying the foundations for the data-rich enterprise products I would design throughout the rest of my career.

SELECTED HIGHLIGHTS

- Presented the strategic value of the in-house design function to the leadership team, successfully influencing the decision to retain the role during a period of organisational change.
- Gained early exposure to dashboard and information design – a discipline that became central to my later enterprise product design career.

CSL Sofas / Sofology

July 2010 – February 2012

Web Designer

Joined one of the UK's leading sofa retailers to help evolve its growing ecommerce presence, designing customer journeys across homepage promotions, category navigation and product pages alongside seasonal campaigns and digital marketing assets. This role marked the beginning of my journey into evidence-led ecommerce and my first introduction to Google Analytics – using customer behaviour and performance data to make more informed design decisions, an approach that continued throughout my career. I identified an opportunity to help customers visualise furniture within their own homes, developing the initial concept for one of the UK's earliest augmented reality furniture applications and establishing a partnership with specialist app agency Apposing to take it from concept to launch in under a month.

SELECTED HIGHLIGHTS

- Conceived and shipped one of the UK's earliest AR furniture applications, reaching #1 in its App Store category, with work featured in national television advertising.
- Built a strong understanding of ecommerce, digital merchandising and commercial optimisation that formed the foundation for later product leadership roles.

Early Career

July 2005 – May 2010

Graphic and Web Design – Agency & In-House Roles

Before moving into UX and product design, I trained and worked as a graphic designer across agency and in-house roles – experience that shaped a lasting appreciation for craft, client communication and creative leadership.

At CL3 Design & Marketing (April 2008 – May 2010), I was promoted from Mid-weight Designer to Creative Director within six months, leading the creative output of a multidisciplinary studio of four designers and two developers across branding, digital, print and marketing communications, and building client relationships from new-business through to delivery and account growth.

At Kenyon Fraser (July 2007 – April 2008), I was promoted from Junior to Mid-weight Designer, working on websites, branding, advertising and printed communications for clients including the NHS and Aintree Racecourse.

At Huet & Co (July 2005 – July 2007), I completed a university placement before returning as a freelance designer, working on branding, national advertising and print for major UK organisations – including designing the first Club Wembley membership ticket and contributing to launch campaigns following the stadium's redevelopment, alongside branding and campaign work for Manchester City and Wembley Stadium.

05 EDUCATION

University of Leeds

BA (Hons) Graphic Design Industry (2:1) • 2003–2007

Developed strong foundations in branding, advertising, typography, print and digital design. The degree included a year in industry with Huet & Co, providing early commercial experience on major client accounts including Wembley Stadium and Manchester City.

Mid Cheshire Art College

BTEC National Diploma Art Foundation (Graphic Design), Merit

06 RECOGNITION & INDUSTRY IMPACT

Throughout my career, my work has been recognised through industry awards, featured in national television advertising and adopted by organisations operating at significant scale — including the Brambles Digital Excellence Awards, Travolution Awards, Online Retail Awards and UK Digital Experience Awards. I led the concept and delivery of one of the UK's earliest furniture Augmented Reality applications and designed the first Club Wembley membership ticket following the redevelopment of Wembley Stadium, demonstrating an early and consistent instinct for identifying the commercial potential of emerging technology and high-profile creative opportunities alike.

07 LEADERSHIP & COMMUNITY

Alongside product delivery, I have consistently invested in developing people, improving design practice and sharing knowledge — mentoring designers at different stages of their careers, presenting UX, Product Design and AI topics to international audiences through internal conferences and cross-functional forums, and establishing communities of practice and knowledge-sharing sessions that strengthened relationships between Product, Engineering and Design. I regularly represent Design with senior stakeholders, translating customer insight into strategic product decisions and business outcomes.

08 TECHNOLOGY

Design & Prototyping

Figma · FigJam · Axure RP · Adobe Creative Cloud · Interactive prototyping · AI-assisted prototyping · VS Code Miro · Lucid

Research & Analytics

Google Analytics · Usability testing · Behavioural analytics · A/B & Multivariate testing · Research planning · Insight synthesis

Product & Delivery

Jira · Confluence · GitHub

AI & Emerging Technology

ChatGPT · Claude · GitHub Copilot · AI-assisted research · AI-assisted prototyping · Prompt engineering · Workflow automation

Development

Working knowledge of HTML & CSS · Design systems · Developer collaboration