

Mark Jones

PRINCIPAL PRODUCT DESIGNER

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OPEN TO REMOTE, HYBRID & INTERNATIONAL OPPORTUNITIES

01 EXECUTIVE PROFILE

Principal Product Designer with over 20 years' experience across enterprise SaaS, supply chain, ecommerce, travel and retail. I use customer research and behavioural data to figure out what a product should do next, then take it through discovery, design, delivery and testing myself. I've worked on platforms tracking hundreds of thousands of supply chains, ecommerce sites doing serious volume, and travel booking systems worth hundreds of millions in annual revenue. Day to day that means running executive workshops one week and sitting in Figma building prototypes with engineers the next.

02 SELECTED CAREER HIGHLIGHTS

- 20+ years in digital product design, moving up from Designer to Creative Director and eventually to Principal Product Designer.
- Shipped 400+ interactive prototypes and ran 300+ research sessions and 125+ A/B tests, worth roughly £25m in commercial growth.
- Ran a global discovery programme at Brambles with 190+ participants that shaped the direction for Nexa, an AI supply chain assistant.
- Built out UX Governance and Design QA practices, plus AI workflows that teams across the org still use today.

03 CORE EXPERTISE

Product Strategy & Discovery

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

Research & Validation

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

Product Design

Enterprise SaaS · Ecommerce · Information architecture · Interaction design · Prototyping · Design systems · Data visualisation · Accessibility

Delivery & Collaboration

Cross-functional teams · Agile delivery · User stories · Design QA · Stakeholder management

Leadership & Growth

Mentoring · UX governance · Design quality assurance · AI-enabled workflows · Executive communication

04 PROFESSIONAL EXPERIENCE

Brambles (CHEP)

Sep 2022 – Present

Senior UX Designer, promoted to Principal Product Designer

Joined to build out User Experience within Digital Customer Solutions at a global supply chain logistics company, and got promoted to Principal Product Designer along the way. Designed enterprise SaaS products for supply chain visibility and analytics, ran research programmes across multiple regions, and set up UX Governance and Design QA practices from scratch. As Principal Product Designer, now direct and mentor a globally distributed design team and lead strategic, cross-functional work beyond individual product initiatives.

- Ran a discovery programme with 190+ participants globally that shaped the vision for Nexa, an AI-enabled supply chain assistant.
- Promoted to Principal Product Designer for strategic leadership and influence across the wider organisation, now directing and mentoring designers across the UK, Spain and Australia.
- Set up Brambles' first usability testing capability, now used by multiple product teams, plus the AI UX Playground – folded straight into everyday design and research workflows.
- Defined Brambles' mobile product strategy through executive workshops and led UX for major commercial initiatives including Retail Promotions.

Steinhoff Retail (Bensons for Beds & Harveys Furniture)

Nov 2016 – Sep 2022

Lead UX Designer

Led UX across a major UK furniture retailer's ecommerce platforms, owning conversion optimisation and customer research through the migration from Magento to BigCommerce.

- Ran an ongoing CRO programme, using behavioural data and testing to steer product investment decisions.
- Co-led the Magento to BigCommerce migration and kept the business running through COVID-19.
- Led UX for "Your Bed, Your Way", scan redesign: +25% conversion, +60% usage.

Thomas Cook / dnata Travel (Emirates Group)

Jul 2012 – Nov 2016

UX Designer, promoted to Senior UX Designer

Designed booking journeys across a portfolio of consumer and B2B travel brands worth roughly £500m in annual online revenue, including Netflights, Travelbag and Thomas Cook Signature.

- Promoted to Senior UX Designer as commercial impact and influence grew.
- Helped push online conversion from around 0.4% to 1.0% through testing and research.
- Led Flight Facts for Netflights.com: independent flight-attribute scoring built with Routehappy, +13.3% conversion, £1.9m revenue a year, and 2 industry awards including Travolution (2015).

05 EARLIER CAREER

Inenco Group

Feb – Jul 2012

UX Designer

Digital communications and dashboard design for a UK energy consultancy.

CSL Sofas / Sofology

Jul 2010 – Feb 2012

Web Designer

Ecommerce design for a UK sofa retailer. Also came up with the idea for an early AR furniture app that hit #1 in its App Store category.

Early Career

Jul 2005 – May 2010

Graphic & Web Design, Agency & In-House

Agency and in-house design roles. Got promoted to Creative Director at CL3 Design & Marketing within six months, and earlier on designed the first Club Wembley membership ticket at Huet & Co.

06 RECOGNITION & LEADERSHIP

My work has picked up a handful of industry awards over the years, including the Travolution Awards (2015) and Online Retail Awards (2016) for Flight Facts, and two projects – Flight Facts and Bensons for Beds' "Your Bed, Your Way" – made it into national TV campaigns. I spend a fair amount of time mentoring other designers, speaking at internal conferences about UX and AI, and briefing senior stakeholders on what the research is telling us.

07 TECHNOLOGY

Design & Prototyping

Figma · FigJam · Axure RP · Adobe Creative Cloud ·
AI-assisted prototyping · Miro

Research & Analytics

Google Analytics · Usability testing · A/B &
multivariate testing · Insight synthesis

Product & Delivery

Jira · Confluence · GitHub

AI & Emerging Technology

ChatGPT · Claude · GitHub Copilot · Prompt
engineering · Workflow automation

Development

Working knowledge of HTML & CSS · Design
systems

08 EDUCATION

University of Leeds

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

Foundations in branding, advertising, typography, print and digital design, including a year in industry with
Huet & Co on major client accounts including Wembley Stadium and Manchester City.

Mid Cheshire Art College

BTEC National Diploma Art Foundation (Graphic Design), Merit