# JOB DESCRIPTION

PENCARRIE

| Section 1: General information | |
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| Job title: | UX Designer (Mid Weight) |
| Department: | Marketing |
| Reports to: | Digital Manager |

| Section 2: PenCarrie's story and purpose |
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**PenCarrie's story:**

With over 30 years' experience, PenCarrie has built a strong reputation as a leading B2B supplier to the garment decoration industry. Based in Willand, Devon, PenCarrie stocks over 3,500 product lines from over 75 of the industry's top brands from promotional t-shirts to high specification outdoor wear. With a primary focus on meeting the needs of customers, PenCarrie delivers not just on choice but on customer service, reliability and the values that make it one of the leading companies in the market. We are a family business employing 300 Team PenCarrie members each of whom is as passionate about the business as the next.

**PenCarrie's purpose:**
The distribution partner that enables exceptional customer success.

| Section 3: Purpose and responsibilities of the role |
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**Main purpose of role:**
Our eCommerce channel accounts for a significant proportion of our sales revenue. Whilst some customer interactions are slightly different to B2C websites the core, underlying principles of the B2C digital shopping experience applies. We are B2B, but we think about serving our customers with a view to their end customer.

As a key part of PenCarrie's digital team, the mid-weight UX designer role is responsible for ensuring that the customer experience across our digital touchpoints is intuitive, easy to use, creates seamless journeys to meet customer outcomes, is visually consistent, aligned with our brand DNA and represents best-in class within our industry sector.

PenCarrie is embarking on a major overhaul of our core website experience in parallel to its regular, continuous improvement programme, which delivers a persistent cadence of functional and feature enhancements.

The remit of this position offers the opportunity to contribute beyond the obvious UX capabilities required for this role. With a customer-centric and commercial mindset, the mid-weight designer will contribute to the e2e process of optimising the customers digital experience, including research, ideation, design, evolution and delivery.

The role will collaborate and work with key business SMEs across digital trading, analytics, product ownership, marketing, brand, customer and sales to achieve the best outcomes.

**Main responsibilities:**
1. Collaborate closely with colleagues across multiple functions to understand the business, its customers and its selling channels to inform and optimise customer-centric digital UX design.
2. Maintain market awareness of best-practice UX design principles and persistently research eCommerce customer experience across a broad range of B2C and B2B businesses, including key competitors, to support in defining how best to design and evolve customer journeys on PenCarrie.com. Derive insights from key customer research and web analytics that may help inform design recommendations.
3. Understand briefs across proposed features, enhancements and major projects to deliver on design objectives with a clear focus on customer impact and value. Operate as part of the digital team in defining what good looks like.

4. Maintain a clear, internal UX design process to support the evolution of ideas and concepts to eventual, optimised outcomes.
5. Work closely with digital, marketing and other functional colleagues to interrogate and define required customer journeys, information architecture, digital interface experiences prior to beginning the UX design process.
6. Lead on initial UX ideation and rapid drafting of wireframe options to share, present to and review with the wider digital teams and other stakeholders.
7. Evolve and develop initial concepts and options into more detailed design and high-fidelity prototypes for further review and consideration.
8. Once approval on design prototypes are achieved, move to production ready design and complete all requisite annotations for UI development.
9. Used to working hand-in-hand with UI developers to ensure designs, interactions and journeys are delivered efficiently, effectively and accurately. Ability to manage and resolve issues and challenges raised through the design handover process.
10. Contribute to output testing and review.
11. Maintain high visual standards that deliver on the visual ID of the PenCarrie brand, website and other digital channels. Act as the owner and guardian of the digital style guide. Work closely with the graphic design team to ensure consistency across all design output.
12. Take on any other responsibilities or tasks that are within your skills and abilities whenever reasonably asked.

## Section 4: Person specification

**Essential knowledge, skills, experience and background required:**

**Creative & Commercial:**
You are a dynamic, creative thinking UX designer who enjoys flexibility in role and can adapt to different projects and enhancements.

You combine creativity with commercial acumen to ensure you are always designing with business objectives and goals in mind.

You understand and enjoy the varying demands of the creative process, balancing need to research, plan and consider creative design, whilst also being able to work at pace and manage high levels of versioning and output.

**Communication & Adaptability:**
Enjoys working in a positive, respectful culture. Excellent interpersonal skills with the ability to present responses to briefs and evolve designs through a shared process, gathering feedback and opinions from stakeholders to ensure designs reflect and deliver on business needs.

You thrive on the evolution of design and are able to adapt quickly as you work across different projects, in parallel.

**Technical Skills:**
Solid UX design experience that has been deployed across multiple channels, including responsive and reactive design across desktop and mobile.

Obsessive attention to detail, with a strong understanding of customer-centric UX design principles, usability and visual/content information architecture.

Proficient with mainstream UX design tools (e.g. Miro for ideation, Figma for prototyping etc).  Working knowledge of HTML/CSS also beneficial. An interest in new creative tools and AI to support UX design efficiency and effectiveness.

Good knowledge of accessibility and usability regulations in UX design.
Demonstrable experience of creating and managing digital style guides, ensuring clarity across page layout, typography, colour and general information hierarchies.

**Background:**
Well-established UX design experience (4-5 years min) with evidence of ecommerce in either the B2B or B2C retail/consumer facing sector (whether achieved direct or via agency). Clothing/fashion experience would be advantageous, but equally we are looking for innovative and creative thought capability, so any similar sector experience is welcomed.

## PenCarrie Values

### We're dedicated to customer success
- Every one of us can make a difference to our customers' experience
- We actively look for ways to help our customers succeed
- Our customers are considered in every decision we make

### We build strong and respectful relationships
- We create a kind, safe and inclusive workplace where everyone feels they can thrive
- We collaborate to find solutions and build ideas
- We build trust in each other
- We're prepared to have the difficult conversations, giving and receiving feedback

### We look forward and embrace change
- We're bold, brave and inspirational
- We look up, look out and look forward
- We anticipate and embrace change

### We're proud of everything we do
- We strive to improve in everything we do
- We celebrate our achievements
- We all have a voice
- We know our priorities and implement with conviction and pace

### We grow responsibly
- We use our resources wisely
- We're clear and transparent in our communications to all our stakeholders
- We're committed to reducing our environmental impact
- We give back to our communities

## Section 5: Job description prepared by

**Job title: Digital Manager**
**Date: May 2025**