



Together we make it V&A

South Kensington
E-commerce UX Designer

V&A

Reports to Head of Omnichannel

Department Omnichannel

Line Management No direct reports

Principal Location South Kensington

Hours 36

Salary £47,000

Contract Permanent





Who we are

The V&A is a family of museums dedicated to the **power of creativity**. Our mission is to **champion design and creativity** in all its forms, advance cultural knowledge, and inspire makers, creators and innovators everywhere. We share a 5,000-year-old story of creativity through **exhibitions, events, educational programmes, digital experiences, conservation, research**, and an ever-evolving national collection of over 2.8m objects spanning **every creative discipline**.

The V&A's newly created Commercial division is responsible for delivering best-in-class commercial propositions for our audiences that augment and enrich their experience of the V&A, whether that be at our sites or online. The division leads the V&A's business-to-customer commercial activity (Omni Channel (E-commerce/ticketing/contact Centre), Membership, Academy, Retail, FOH/Catering and Publishing), helping to deliver rewarding experiences and build lasting relationships with current and future V&A audiences, driving value and financial contribution in the process.

About the role

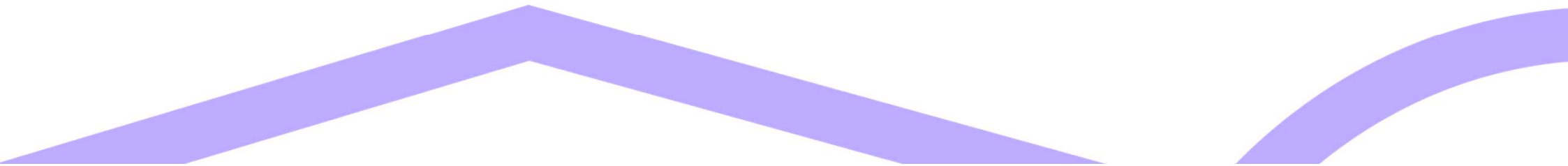
To design and optimise user-friendly, visually engaging, and conversion-focused experiences across the V&A's e-commerce website. The e-commerce UX designer will support the delivery of business goals by ensuring customers can browse, shop, and engage with the brand online, driving both revenue and customer satisfaction.

1. Support user-centred design by contributing to improving user experience across the V&A e-commerce website.
2. Work collaboratively with the team and stakeholders to share ideas and help ensure consistency in design approaches.
3. Translate user needs and business goals into seamless, accessible journeys across desktop and mobile.
4. Use insights from user testing, analytics, and customer feedback to inform design decisions and iterate continuously.
5. Develop wireframes, prototypes, and high-fidelity mock-ups for new features, optimisations, and end-to-end journeys.
6. Maintain consistency with brand and design systems, while championing usability and accessibility standards (WCAG).
7. Lead and support design critiques and feedback sessions to share work and gather input from peers and stakeholders.
8. Work closely with developers to ensure smooth handoff and pixel-perfect implementation.
9. Identify opportunities for design improvements that align with commercial KPIs and user needs.
10. Stay current with UX, retail, and technology trends to help shape long-term digital vision and innovation.



What we're looking for

- Proficient in UX and UI design tools (e.g., Figma, Adobe XD, Sketch) and prototyping tools.
- Strong understanding of e-commerce principles, CRO, and user-centred design methodologies.
- Confident communicator with excellent collaboration and presentation skills.
- Demonstrable experience designing for e-commerce or transactional websites (retail, ticketing, memberships, etc.).
- Experience conducting or working with user research, testing, and data analysis to validate designs.
- A portfolio showcasing UX thinking, design craft, and real-world impact on performance metrics.
- Curious and customer-focused: always looking for ways to better serve the user.
- Commercially aware: understands the role of design in driving business results.
- Proactive and adaptable: thrives in a fast-paced, evolving environment and brings others along.
- Shares our Values of Sustainability, Equity, Creativity, Collaboration & Generosity





Why work here

We strive to integrate **equality, diversity, and inclusion** consistently and naturally into all our activities.

We are proud to be an **open, tolerant, and diverse** organisation. We want to do more to welcome a broader audience and develop a more diverse workforce.

The V&A values are **Equity, Sustainability, Generosity, Collaboration and Creativity.**

Disability Confident

We are committed to guaranteeing an interview for applicants who declare they have a disability and meet the minimum criteria for the role.



What we offer you

We want to support you and your well-being throughout your employment journey, so we provide a competitive range of benefits such as:

- **29** days of holiday plus public holidays each year (pro-rata if you work part time)
- Competitive defined contribution pension scheme offering up to 10% contribution from the V&A
- Life Assurance of 4x your annual salary
- Family-friendly policies (for example, enhanced maternity and parental leave, paid carers leave)
- Interest-free loans for your travel to work and rental deposits
- Cycle to work scheme
- Exclusive access to My V&A Benefits – an app bringing together all your V&A Benefits, retail discounts and wellbeing benefits on the go!
- Employee Assistance Programme – free and confidential services to support your wellbeing
- Complimentary tickets to V&A exhibitions for you, your friends or family
- 25% discount in all our V&A shops and on site cafés
- Free entrance to many other major museums and exhibitions



What next

Apply here [Vacancies at the V&A · V&A](#)
Application Deadline 14/07/2025

We operate anonymous shortlisting at the V&A. This means that the manager cannot see your name, contact information, or equality data when shortlisting your application.

We are a Disability Confident Employer offering guaranteed interviews to those who declare their disability and meet the job criteria under the Disability Confident Scheme.

Interview/Assessment days July
Potential Start Date Flexible

Any Questions?

Contact our Recruitment team at careers@vam.ac.uk



Thank you

Any Questions?

Contact our Recruitment team at
careers@vam.ac.uk

Together we make it V&A

V&A