

Digital UX/UI Manager

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Company: Loewe

Location: Spain

Category: other-general

Position

Being part of LOEWE gives you the opportunity of learning new things every day and working with people passionate about what they do, in a fast moving and ambitious company.

The Digital UX Manager is responsible for leading the design and implementation of user experiences across our Client & Omnichannel digital platforms. Overseeing UX designers, researchers, and developers to ensure that our digital products are intuitive, engaging, and accessible to users. Focusing on user-centered experiences that drive engagement, conversion and loyalty. The ideal candidate will possess a blend of creative UX design skills, technical knowledge, and a deep understanding of e-commerce, applications strategies and metrics to drive digital innovation with a strong focus on luxury.

Your role will be:

- **E-commerce UX Strategy:** Develop and implement a comprehensive UX strategy that aligns with the company's digital objectives and business goals to drive revenue and enhance customer satisfaction integrated it with the brand design.
- **User Research & Data Analysis:** Utilize a data-driven approach to inform design decisions, incorporating analytics, user feedback, and market research to understand user behavior and preferences. Test and validate design concepts to enhance usability and effectiveness.
- **On site follow up & Continuous Optimization:** Monitor and analyze user interactions with digital products to identify opportunities for improvement, corrections, and misalignments. Lead efforts to optimize the user experience (UX) for enhanced performance, usability, accessibility, and engagement.

- **Design Excellence & Innovation:** Ensure the delivery of compelling, intuitive, and seamless experiences across all digital touchpoints. Drive innovation in UX design to keep pace with evolving consumer behaviors and technology trends.
- **Cross-functional Collaboration:** Collaborate closely with stakeholders to ensure a cohesive and integrated UX approach, to ensure strategies and designs are effectively integrated into digital products and align with business goals and roadmap needs.
- **UX Standards, Design Consistency & Global Coordination:** Establish and maintain UX design standards and guidelines specific, coordinate design updates ensuring consistency and high-quality experiences across the entire ecosystem. Maintain and organize Figma designs with storybook, coordinate design updates to ensure design are aligned across the different tolls, applications, and markets.
- **UX Localization Knowledge:** Possess in-depth knowledge of UX localization practices in Asia or Arabic cultures, ensuring digital products are culturally relevant or accurate across various regions. enhancing user engagement and satisfaction on a global scale.
- **UI Experience and Alignment:** Skilled in crafting user interfaces that align with the brand's aesthetic, ensuring visual appeal and consistency across digital products. Balances creativity with adherence to brand guidelines for an intuitive, engaging user experience.
- **Design Agency Leadership:** Lead and manage the UX design agency to ensure that new functionalities are developed in alignment with the project roadmap and brand image, while meeting timelines and requirements.
- **Lead the discipline and the Service Design vision:** Champion the service design discipline, aligning the various service designers / agencies to set the standard of quality and delivery of projects. Promote the Loewe Design Method internally to transform the company into a human-centered organization. Stay updated on industry trends and best practices in service design and bring innovative ideas to the team.

Profile

What is important for the role :

Bachelor's or master's degree in design or a related field with a strong focus on e-commerce design

At least 5 years of experience in UX/UI design, with a significant portion dedicated to e-commerce platforms. Luxury oriented desired.

Portfolio demonstrating successful e-commerce projects and innovative design solutions.

Strong understanding of e-commerce metrics, SEO principles, and the digital marketing ecosystem. Familiarity with e-commerce platform SFCC would be appreciated.

Advanced English is required, as approximately 60% of the work will be conducted in this language. Proficiency in Spanish is also welcome.

Excellent leadership, communication, and project management skills, with the ability to manage multiple projects in a deadline-driven environment.

Analytical thinker with a user-centered design philosophy and a passion for enhancing the customer experience is required. Asian/Arabic markets UX experience will be a plus. Strong organizational skills and attention to detail are essential.

Proven track record of designing UIs that adhere to specific brand guidelines while pushing UX boundaries.

Experience in developing and maintaining UI pattern libraries and design systems to ensure consistency across all digital platforms.

Deep understanding of how to bridge design with development using Figma, Storybook, and Figma magic

Additional information

About us:

LOEWE has a rich legacy of craftsmanship dating back to its beginnings as a collective workshop and has long valued artisanal techniques in its approach to design and manufacture. These core values are reflected in the brand's belief in the importance of craft in today's culture, its modern interpretations of historical artistic achievements and its commitment to supporting contemporary art, craft and culture around the world.

If you think this role is made for you, please send us your CV!

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