

# DIGITAL DESIGNER (ECOMMERCE)

GANNI is looking for a hands-on Digital Designer to join our growing eCommerce team in London. This brand new role is instrumental in unlocking GANNI's creative and commercial potential across digital touchpoints and transforming GANNI.COM, our global flagship, into a truly immersive and intuitive brand universe.

You will lead the creative and digital design development of our eCommerce and omnichannel experiences with a customer-first mindset, leveraging your ability to collect user data, customer feedback and applying a testing methodology in order to identify areas for optimization and measuring the success of your work.

The right profile has a unique combination of creative, analytical and technical skills and is willing to take on a broad set of responsibilities across a multitude of projects and disciplines – in a high growth, dynamic business environment. The position is full time and reports to the eCommerce Director and will be located at GANNI's London office.

## RESPONSIBILITIES INCLUDE BUT ARE NOT LIMITED TO:

- Plan and execute innovative and surprising user journeys that improve business KPI's and position GANNI as a leader in exceptional omnichannel experiences
- Conduct and draw on customer feedback, market analysis, site analytics, and user research to identify areas for optimization and measure the success of new UX implementations
- Own design responsibilities for the site, including all content spaces, but also working across channels such as email, social, display to ensure a coherent brand experience
- Participate in planning of all digital assets/campaigns with marketing and Creative Director, demonstrating thought-leadership in digital experiences and using live prototypes to support the development of these initiatives
- Drive on-site feature development alongside the Ecommerce team, creating user flows, wireframes, and prototypes to define simple and intuitive experiences for users
- Collaborate with Ecommerce Trading Manager and technical solutions partners to implement A/B/MVT tests and improve on-site personalisation capabilities
- Using understanding of local nuances in customer behaviour to make adjustments in designs/journeys to improve performance

## IDEAL CANDIDATE:

- At least 5 years of experience as a user experience designer, interaction designer or similar role.
- Fluency in best practices for web-based and mobile information architecture and responsive design, as well as deep and broad knowledge of usability principles and techniques (programs like Sketch, Adobe CS, InVision)
- Online portfolio or work samples demonstrating a variety of user-centered design solutions
- Experience of digital design work within eCommerce
- As this role will interact heavily with several stakeholders, the right candidate will need the ability to proactively manage people and deadlines with ease.
- Basic knowledge of front-end programming (HTML, CSS, Javascript) is necessary
- You are based in London
- Passion for GANNI!

## APPLY:

Please send your application and CV to [job.digitaldesigner@ganni.com](mailto:job.digitaldesigner@ganni.com).

As we interview candidates continuously, we ask you to kindly send your application as soon as possible.

[ganni.com](https://ganni.com)

# GANNI