

Mark Jones

PRINCIPAL PRODUCT DESIGNER

Blackpool, Lancashire, United Kingdom
+44 7708 805532 · mark@thenumber44.com · <https://thenumber44.com> · [linkedin.com/in/thenumber44](https://www.linkedin.com/in/thenumber44)

OPEN TO REMOTE, HYBRID & INTERNATIONAL OPPORTUNITIES

01 EXECUTIVE PROFILE

Principal Product Designer with over 20 years designing complex B2B SaaS and data-intensive products. I own Brambles' most data-intensive domain, dashboards, reporting and insight visualisation tracking 300 million assets across 300,000+ supply chains, and I'm a major contributor to its design system, with patterns I built adopted across five product teams. I work in design and code, prototyping with AI tools including Claude Code, and led the 190+ participant discovery behind Nexa, an AI-enabled assistant now progressing through business approval. Every decision is evidence-led, backed by roughly £25m in commercial growth across my career.

02 CORE EXPERTISE

Enterprise Data Products

Dashboards, reporting & insight visualisation designed with data scientists · trusted for high-stakes decisions

AI-Enabled Design Practice

Nexa discovery, 190+ participants, AI interaction patterns · daily AI prototyping with Claude Code, OpenAI Codex & GitHub Copilot in VS Code

Design & Code

React prototypes built with AI in VS Code · reviews implementations against the system · strong working HTML, CSS & JS

Design Systems Contribution

Maps & dashboard components and patterns built in SCI, adopted across five product teams · UX Governance & Design QA

Research & Experimentation

300+ research sessions · 125+ A/B & multivariate tests · first live-streamed usability lab at Brambles

Leading Through Influence

Mentoring designers across UK, Spain & Australia · critique, pairing & visible craft · no reporting line

03 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. I lead all design decisions for my domain, the platform's most data-intensive area, dashboards, reporting and insight visualisation for enterprise operations users making high-stakes decisions. I work in the product trio with Product, Engineering and Data, globally and largely asynchronously, increasing team maturity through mentoring.

- Major contributor to Brambles' design system: designed the maps and dashboard components and patterns in SCI that other product teams adopted, and established UX Governance and Design QA.
- Autonomous ownership of design for entire product features, from customer needs through to pixel-ready delivery, prototyping React components with Claude Code in VS Code.
- Led a 190+ participant discovery across five regions that shaped Nexa, an AI-enabled supply chain assistant, defining AI interaction patterns with no existing playbook, now progressing through business approval.

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 through the migration from Magento to BigCommerce.

- Ran an ongoing CRO programme, 125+ A/B and multivariate tests, using behavioural data to influence product strategy and roadmap decisions.
- Co-led the Magento to BigCommerce migration 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 payment and 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, spanning flights, holidays, hotels and car hire, in a high-growth, fast-paced environment.

- 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; shortlisted for the Travolution Awards (Best Website User Experience, 2015).

04 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 as sole designer; originated an early AR furniture app that hit #1 in its App Store category.

Graphic & Web Design, Agency & In-House

Jul 2005 – May 2010

Early Career

Agency and in-house design roles; promoted to Creative Director at CL3 Design & Marketing within six months.

05 RECOGNITION & LEADERSHIP

My work has picked up two Online Retail Awards, three UK Digital Experience Awards, and back-to-back Travel Weekly Globe Awards for Gold Medal (2015, 2016), plus a Travolution Awards shortlisting; Flight Facts and “Your Bed, Your Way” both made national TV campaigns. I'm a respected voice within the organisation on design systems and design culture, mentoring designers, speaking at internal conferences on UX and AI, and briefing senior stakeholders on research findings.

06 TECHNOLOGY

Design & Prototyping

Figma (components, auto-layout, variables, prototyping)
· Figma Make · FigJam · Axure RP · Adobe Creative Cloud · Lucid

Research & Analytics

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

Product & Delivery

Jira · Confluence · GitHub

AI & Emerging Technology

ChatGPT · Claude · Claude Code in VS Code · OpenAI Codex in VS Code · GitHub Copilot · AI-assisted ideation & prototyping · Prompt engineering

Development

HTML, CSS & JavaScript (strong working knowledge; built thenumber44.com with an AI-assisted workflow) · React components built with AI · Design systems (tokens, component libraries, governance)

07 EDUCATION

University of Leeds

2003 – 2007

BA (Hons) Graphic Design Industry (2:1)

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