

UX/UI Designer

The Role:

We have an exciting opportunity for a UX/UI Designer to join our team. Reporting to the Head of Digital, the successful candidate will play a key role in shaping how customers interact with our suite of websites and improving our online booking journey. You will be responsible for understanding user needs, designing user flows, and creating intuitive, conversion-focused interfaces that enhance engagement and improve conversion rates.

Working closely with our marketing and development teams, as well as our website development agency, you'll use a data-driven approach to design and optimise user experiences that inspire customers to travel with us.

Responsibilities:

- Create visually engaging, brand-aligned designs for a seamless user experience across all devices.
- Develop wireframes, prototypes, and detailed design specifications for new features and site improvements
- Use collaborative tools such as Miro to map customer journeys, brainstorm ideas, and identify pain points or opportunities for improvement
- Translate data and user insights into low and high-fidelity mock-ups, design patterns, and development-ready specifications.
- Map user journeys across the site, identifying friction points and opportunities to improve engagement and drive conversions.
- Collaborate with developers throughout the design handover process, providing clear assets, style guides, and design documentation.
- Use Figma or Adobe XD to deliver clear, structured and development-ready design files, including layouts, colour schemes, typography, and spacing.
- Act as a bridge between design and development, maintaining open communication to address technical constraints or design improvements collaboratively.
- Conduct or support user research activities including surveys, interviews, and usability testing to validate design hypotheses.
- Analyse behavioural data from tools such as GA4 & MS Clarity to identify drop-off points and areas for optimisation.
- Design, run, and evaluate usability and A/B tests to validate design decisions and continuously refine the user experience
- Work closely with the marketing team to optimise landing pages and ensure messaging, product presentation, and layout align with our brand identity and conversion goals.
- Collaborate with the graphic design team to produce digital campaign assets, including banners, icons, and HTML5 display ads.
- Participate in design reviews and workshops, championing UX best practices and ensuring consistency across all websites.
- Stay informed on UX/UI trends, accessibility standards, and emerging technologies relevant to the travel and e-commerce sectors.

Personal Attributes and Skills:

- 3+ years of UX/UI design experience, ideally within e-commerce or travel.
- Proven success designing digital experiences that improve conversion and customer satisfaction.
- Skilled in Figma, Zeplin, Sketch, or Adobe XD, with proficiency in Photoshop or Illustrator for visual assets.
- Experience using collaborative design and planning tools such as Miro for workshops and journey mapping.
- Strong understanding of usability principles, user-centred design, and WCAG accessibility standards.
- Familiarity with A/B testing platforms behavioural analytics tools (GA4).
- Awareness of SEO best practices related to UX as they relate to UX, including mobile-first design and site performance.
- Understanding of HTML/CSS/JS; familiarity with frameworks such as Tailwind CSS or React.js is an advantage.
- Excellent communication skills with the ability to present design rationale and insights.
- Flexible, analytical, and collaborative with the ability to manage multiple priorities effectively.
- Detail-oriented with a focus on delivering clear, user-friendly designs aligned with customer needs and business goals.
- A portfolio demonstrating your process, design thinking, and measurable results is required.
- Qualifications in UX/UI Design desirable.

If you think this is the role for you, please email a cover letter along with your CV to James O Dwyer at jamesod@traveldepartment.ie

The closing date for applications is 28th October 2025.