

Digital Product Designer

Responsible to	Digital Product Lead
Location	National Tennis Centre, 100 Priory Lane, Roehampton, London SW15 5JQ
Salary	Up to £42,000 per annum depending on experience

About the Role

The LTA's vision is 'Tennis Opened Up' and its mission is to transform communities through tennis by making it welcoming, enjoyable and inspiring to everyone. We have a similar approach to developing and promoting padel, one of the fastest growing sports in Britain.

The Digital Product Designer role contributes across user research, service design, UX design and delivery - with particular emphasis on understanding user needs and improving end-to-end digital journeys. The Digital Product Designer works in partnership with Product Managers, who are accountable for product strategy, prioritisation and business outcomes, and with technology teams, who are accountable for technical design and implementation.

Our Support to You

When applying for our roles, you will be asked as part of our application process if you require any adjustments or support during the recruitment process. Adjustments could include extra time for assessments, interview questions in advance, alternative formats for materials or wheelchair access. Any information you provide will be treated in confidence and only used to make sure you have the best possible experience with us.

Key Accountabilities

Understanding User Needs

- Work with Product Managers, Data & Insight colleagues and stakeholders to understand customer needs, behaviours and pain points across LTA digital products & services.
- Support Product Managers/Owners with customer research, including interviews, surveys, observation and usability testing.
- Analyse customer feedback, service/usage data and existing research to identify opportunities for improvement.
- Present research findings and practical recommendations clearly to Product Managers, stakeholders and delivery teams.
- Maintain accessible records of customer insights and research findings so learning can be reused across products.

Service & Journey Design

- Map current and future user journeys across digital and non-digital touchpoints, identifying friction, gaps and dependencies.
- Work with Product Managers, development teams and technology colleagues to define problems and explore possible improvements.
- Facilitate and contribute to collaborative workshops that explore customer needs, service challenges and potential solutions.

- Turn customer and service evidence into recommendations that inform product decisions and priorities.
- Create user stories with detailed descriptions and acceptance criteria to subsequent development and delivery.

User Experience & Interaction Design

- Create wireframes, prototypes and appropriate high-fidelity designs grounded in customer needs, evidence and business goals.
- Explore and test alternative solutions before significant development investment is committed.
- Partner with the Brand team to maintain the LTA's design system and ensure accessible and reusable design-system components are used across responsive web and mobile experiences.
- Collaborate with developers and delivery partners to clarify interaction behaviour and support implementation quality.
- Review delivered experiences and use feedback and testing to improve usability, accessibility and consistency.

Person Specification

Previous Experience of:

Designing digital products or services, with examples of taking work from problem understanding through to design and delivery.	<i>Essential</i>
Conducting or supporting customer research and usability testing, and translating findings into design decisions.	<i>Essential</i>
Creating customer journeys, user flows, wireframes, prototypes and appropriate high-fidelity designs.	<i>Essential</i>
Collaborating effectively with Product Managers, developers, stakeholders and delivery partners.	<i>Essential</i>
Managing competing demands and organising work effectively across multiple products, services or customer journeys.	<i>Essential</i>
Applying critical, analytical and creative thinking to understand and address complex customer-experience challenges.	<i>Essential</i>
Championing accessible and inclusive digital experiences.	<i>Desirable</i>
Working within an agile digital product or service environment.	<i>Desirable</i>
Understanding the practical constraints of responsive web and mobile application development.	<i>Desirable</i>
Experience or interest in using AI tools to support research synthesis, exploration, prototyping and design iteration.	<i>Desirable</i>

Knowledge, Training & Qualifications

Strong working knowledge of user-centred design, including discovery, prototyping, usability testing and iterative improvement.	<i>Essential</i>
Practical proficiency in Figma or an equivalent design and prototyping tool.	<i>Essential</i>
Working knowledge of UX and interaction-design principles, including responsive web and mobile experiences.	<i>Essential</i>
Knowledge of customer journey mapping and service-design techniques.	<i>Essential</i>
Knowledge of digital accessibility and inclusive-design principles.	<i>Desirable</i>
Relevant qualification, professional training or demonstrable self-directed development in product design, UX, service design, user research or a related discipline.	<i>Desirable</i>

Personal Attributes (Our Values)

Inclusion	• I make people feel welcome. • I recognise the power of our differences. • I create a safe environment.
Teamwork	• I collaborate well across teams. • I actively listen to others. • I actively offer to help others.
Integrity	• I act with honesty and respect. • I take responsibility for my actions. • I am dependable.
Passion	• I approach things with a positive mindset. • I motivate and energise others. • I take pride in my work.
Excellence	• I am ambitious and want to exceed expectations. • I want to learn more to improve. • I am adaptable to change.

Life at the LTA

The LTA, through its vision 'Tennis Opened Up', is committed to creating an inclusive environment where all colleagues feel included and a strong sense of belonging. We particularly welcome applications from people from ethnically diverse communities, deaf and disabled people, members of the LGBTQ+ community and people with lived experience of the UK's many and varied communities.

Read some of our colleague testimonials below and find out more about our LTA benefits [here](#)

"As a new mum, I've appreciated the LTA's newly enhanced benefits, which have supported me during maternity leave and in my return to work. In total, I have been with the LTA for four years and love the diversity of my role."

"Everyone's respected in terms of the culture, ethnicity, and the background, so you don't feel unequal in any capacity. I remember how supportive my team had been during Ramadan, being fully understanding of its requirements and flexible with my work schedule."

"As a new starter at the LTA, my experience has been overwhelmingly positive. Being a tennis fan, I was excited to join the organisation, and from day one, I've been impressed by everyone's dedication to our mission of 'Tennis Opened Up', as well as promoting diversity, inclusion, and sustainability."
