

JAMIE POW

Senior digital and experience leader with 18+ years' experience shaping customer experiences, digital products and high-performing multidisciplinary teams across retail, e-commerce, travel and technology.

I connect customer insight, design, product and commercial strategy to create experiences that deliver measurable customer and business outcomes. My experience spans experience strategy, e-commerce optimisation, product transformation, experimentation, research, creative and content, alongside building and developing multidisciplinary teams.

Currently leading Experience Design across JoyBuy's European business, following almost a decade leading UX, Digital Design and Content at Selfridges.

18+
YRS

Leading digital experience across retail, e-commerce & travel

250+
PROJECTS

Products, services & experiences delivered

1000+
CUSTOMERS

Customer research interactions

20+
TEAM MEMBERS

Designers led & developed

L7
EXEC LEADERSHIP

Corndel x Imperial College London

Based in Hertfordshire, UK
Currently working with Joybuy

Digital and experience leader focused on creating exceptional customer experiences that drive engagement, loyalty and measurable commercial growth.

EXPERIENCE

WHERE I'VE WORKED



JOYBUY | JD.COM

ASSOCIATE DIRECTOR EXPERIENCE DESIGN
RETAIL & E-COMMERCE | MARCH 2026 - PRESENT

Lead Experience Design across JoyBuy's European business, managing a multidisciplinary UX and Digital Design organisation across London and Beijing. Responsible for experience direction, customer insight, design quality and the evolution of the team's operating model, working across Product, Commercial, Marketing and Technology.

Selected impact:

- Guest Checkout: helped deliver an increase in new-customer conversion from 61.94% to 68.58% (+6.64pp), generating approximately 383 additional orders per day and an estimated €24.8k incremental daily value / €2.24m over 90 days.
- Shop-in-Shop: experience improvements contributed to 14x GMV, 4.2x GMV share, +35% ARPU and +5.5pp repurchase rate.
- Established a clearer Experience Operating Model, moving teams from fragmented execution towards end-to-end ownership connected to customer and commercial outcomes.
- Strengthened the role of customer insight, experimentation and data within design decision-making, establishing foundations for more evidence-led product development.
- Lead cross-market collaboration between European and Chinese teams, improving alignment while representing the behaviours and expectations of European customers.
- Introduced clearer prioritisation, design review and ownership mechanisms while coaching and developing designers across multiple markets.



SELFRIDGES & CO

HEAD OF UX, DIGITAL DESIGN & CONTENT MANAGEMENT
LUXURY RETAIL & ECOMMERCE | AUG 2016 – FEB 2026

Led multidisciplinary teams spanning UX, Research, Digital Design and Content across Selfridges' digital customer experience. Partnered across Product, Technology, Creative, Marketing and Commercial teams to improve customer experience, digital performance and organisational capability.

Selected impact:

- Scaled UX capability from 3 designers to 20+ multidisciplinary specialists, establishing UX Research and expanding responsibility across Digital Design and Content.
- Scaled customer testing from approximately three studies annually to weekly experimentation while maintaining a £60k annual research budget.
- Led the evolution of UX from a limited capability towards an integrated, insight-led model, demonstrating ROI through customer data, testing and conversion improvement.
- Helped lead the organisation's digital transformation, introducing product and agile ways of working and moving teams from ad-hoc projects towards regular sprint-based delivery.
- Established financial tracking and resource planning to improve budget control while protecting investment in people, technology, tools and development.
- Developed and implemented a scalable design system, aligning Product, Technology, Creative and other stakeholders around consistent digital experiences.
- Built a strong coaching culture, developing talent from junior level through to management and supporting progression across the organisation.



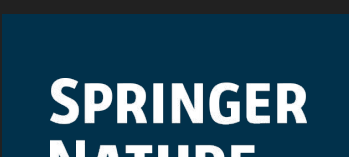
POW XD

FOUNDER & MANAGING DIRECTOR
DIGITAL EXPERIENCE AGENCY | JAN 2009 - PRESENT

Founded and lead an independent digital product and growth studio, partnering with ambitious businesses to shape brands, products and customer experiences from strategy through to delivery.

My role spans commercial and experience strategy, UX consultancy, digital product development, e-commerce, brand development and fractional design leadership. I work directly with founders and leadership teams to identify customer and business opportunities, build the right solutions and measure their impact after launch.

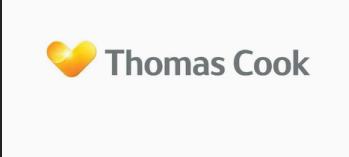
Alongside client delivery, I lead a network of specialist partners and provide coaching and mentoring to businesses and design professionals.



SPRINGER NATURE

SENIOR UX DESIGNER
SCIENTIFIC PUBLISHING | JAN 2015 - JUL 2016

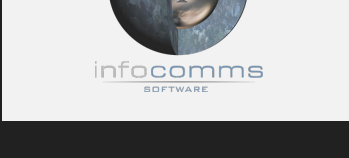
Led UX across a portfolio of digital products, translating complex customer and business needs into intuitive experiences. Worked across multidisciplinary teams to improve discovery, usability and engagement across global publishing platforms.



THOMAS COOK GROUP PLC

SENIOR UX DESIGNER (LEAD)
HOSPITALITY, TRAVEL & TOURISM | FEB 2011 - DEC 2014

Led UX across international travel and e-commerce experiences, improving customer journeys from discovery through booking. Worked across multiple brands and markets, using customer insight, testing and optimisation to improve conversion and establish more consistent digital experiences.



INFOCOMMS SOFTWARE

CONTRACTOR - SOFTWARE DESIGN & DEVELOPEMNT
SOFTWARE DEVELOPMENT | JAN 2009 - DEC 2009

Designed and developed digital products for complex software environments, combining interface design with front-end development to turn technical requirements into intuitive user experiences.



SKYNET DESIGN LTD

JUNIOR WEB DESIGNER & DEVELOPER
WEB DESIGN AGENCY | APR 2007 - JAN 2009

Designed and developed digital products for complex software environments, combining interface design with front-end development to turn technical requirements into intuitive user experiences.

Digital & Experience Strategy

Customer Experience

E-Commerce & Conversion

Product Strategy

Design Leadership

Customer Research

Data & Insight

Experimentation & Optimisation

AI & Emerging Technology

Digital Transformation

Organisational Design

Commercial Strategy

International Leadership

Coaching & Talent Development



LEVEL 7 SENIOR LEADER APPRENTICESHIP
LEADERSHIP & MANAGEMENT - DISTINCTION
13 AUG 2026

Completed with Corndel in partnership with Imperial College London, focused on strategic leadership, organisational performance, transformation and building high-performing teams.

Developed and implemented a strategic business proposal focused on improving organisational capability, efficiency and long-term growth.



ICS LEARN
WEB DESIGN DIPLOMA - GRADE A
11 JAN 2012

Developed a strong foundation across web design, digital experience, information architecture and user-centred design, building the technical and creative skills that shaped my early career.

The programme helped establish my understanding of how design, technology and customer behaviour come together to create effective digital experiences.