

About the role

Role

Lead User Experience (UX) Designer

Location and hours

Bristol or London 35 hours, three days in the office

Band

Senior Expert

Salary

Competitive salary plus benefits

Why join Motability Operations User Experience team?

At Motability Operations, we put our customers and users at the heart of everything we do — and it shows. With an exceptional 96% customer satisfaction score, our UX team plays a critical role in shaping intuitive, inclusive, and impactful digital experiences that genuinely make a difference in people's lives.

Joining our UX team means stepping into a collaborative and cross-functional environment where your voice matters. You'll work as part of Product squads co-creating solutions grounded in real customer needs. We believe the best experiences come from deep understanding, which is why we embed continuous user research, data insights, rapid prototyping, and iterative testing into our design process.

What you'll be doing

Lead and influence user centred design

- Champion user centred design and inclusive research so customer insight, behavioural data and service metrics inform decisions at roadmap and portfolio level.
- Build trusted relationships with senior stakeholders, influencing direction through clear narratives, artefacts and measurable goals.
- Promote accessibility and inclusion, with strong practical knowledge of WCAG 2.2 and how to apply it across web and native experiences.
- Represent the UX discipline across Motability Operations, raising awareness of its value and impact.

Shape end-to-end experiences

- Oversee experience quality from discovery through to measurement, ensuring the right problems are solved and the right fidelity delivered at the right time.
- Partner with service designers to map real-world journeys, including people, processes and channels that support them.
- Guide ideation and decision-making: help teams define hypotheses, create testable prototypes, and validate solutions with users, including disabled participants.
- Provide design direction during delivery, challenging constraints where appropriate and ensuring high-quality implementation.
- Define success measures such as task success, customer effort, accessibility conformance, and digital contact reduction, and communicate them clearly.
- Govern and evolve our design system to drive consistency, accessibility, and scalability across journeys.

Shape behavioural design practice

Motability Operations

- Establish principles and guidelines for using behavioural insights ethically across Motability Operations' digital services.
- Ensuring that design has a clear brief and measures of success as part of a balanced scorecard.
- Apply psychological models (such as cognitive load, motivation, habit formation, choice architecture, and nudging) to guide design approaches at scale.
- Ensure behavioural interventions build trust, reduce friction, and empower customers — particularly in complex decisions such as vehicle choice, finance, and EV adoption.
- Partner with researchers and data specialists to test behavioural hypotheses, monitor impact, and refine standards over time.
- Support designers in learning behavioural design methods and applying them responsibly in their day-to-day work.

Grow the UX community

- Coach and mentor designers at all levels, creating conditions where people do their best work.
- Shape and promote a culture of design excellence, ensuring the UX team grows in influence and capability.
- Build a collaborative culture of critique, learning, and knowledge-sharing, scaling good practice through playbooks, rituals, and reusable patterns.
- Depending on team structure, provide line management for Senior or mid-weight designers.

About you

- Must be passionate about developing and mentoring.
- Able to form strong trust-based relationships with team members, peers, managers and stakeholders
- Strong experience in Behavioural Design and understanding of psychological principles of design
- Strong critical analysis skills, that can use all the factors of UX practice to evaluate and critique solutions against the problem or opportunity
- Embrace user and internal community feedback
- Ability to actively listen, hear and understand what is said and not said, and with nuanced comprehension of meaning and intent
- Driven by change. Constantly looking for ways to improve, grow and expand UCD
- Very strong communication skills, able to present and communicate to different types of audiences using a variety of artifacts and methods
- Hands-on experience in roles such as Senior or Lead product/ UX designer, across multiple devices and platforms
- Comfortable challenging when problem and success metrics are missing or poorly defined
- Enjoys working in a collaborative, team-oriented, cross-functional environment
- Experience using a test and iterate approach through usability studies, and collaborating on early UX research methods

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Minimum criteria

You'll need all of these.

- Extensive experience in UX or product design roles.
- Experienced designer who has shaped product or service direction in complex environments.
- Able to connect customer evidence, behavioural insights, and business outcomes, turning them into clear priorities and actions.
- Skilled communicator, confident working with senior stakeholders and tailoring messages for different audiences.
- Strong critical analysis skills
- Deep knowledge of accessibility and inclusive design, with practical expertise in applying WCAG 2.2 standards.
- Strong collaborator across Product, Engineering, Research, Content, and Data.
- Hands-on enough to unblock teams when needed, but focused on multiplying impact through leadership, standards, and coaching.
- Experienced at delivering impactful and measurable user experiences
- Experienced in behavioural design, with a track record of applying psychological principles responsibly at scale.
- Portfolio that demonstrates the design process and outcomes across multiple platforms.

We're Motability Operations

About us

We're the company behind the Motability Scheme. We exist to deliver smart, sustainable solutions that improve our customers' mobility in a fast-changing world. We're the UK's largest car leasing company and we help over 860,000 people get on the road.

We employ over 1800 people, across London, Bristol, Edinburgh, and Coalville. We know our people are key to our success, so we aim to create an environment that allows our employees to flourish. We look for highly motivated people with a combination of commercial sense and real enthusiasm to meet our customers' needs.

What we do

We lease a wide range of tailored mobility solutions to people who receive of one of the Government's qualifying mobility allowances. Our customers choose a car, Wheelchair Accessible Vehicle (WAV), scooter or powered wheelchair that best suits their needs. We take care of their insurance, breakdown, servicing and more, as part of our worry-free package.

At the end of the lease, our customers can exchange their vehicle for a brand-new model. Each year we sell and move around 200,000 cars. This makes us the largest supplier of single-source vehicles back into the used car market.

The Scheme has been providing affordable, worry-free motoring for over 45 years. We pride ourselves on delivering outstanding customer service, with an independent customer satisfaction rating of 9.6 out of 10.

How we work

Motability Operations

We work in a hybrid way. That means remotely for up to two days each week and in our great office spaces the rest of the time. This gives us a good work/life balance and lets us collaborate and deliver for our customers. [Visit our website](#) to find out more.

We do our best to accommodate part-time and flexible working requests, where possible, to build on our culture of trust, empowerment, and flexibility.

Our beliefs and values

We believe in building a diverse workforce, where our people are empowered to attend work as their true selves. We encourage people from all backgrounds to apply.

We want to sustain a nurturing culture. And our people to be rewarded equally, regardless of race, national or ethnic origin, sexual orientation, age, disability, or gender.

Our values are at the heart of everything we do:

- We believe no one should be left behind → We find solutions
- We believe we must take the lead → We drive change
- We believe everything starts with the customer → We care

What we can offer you



Pay: competitive salary, with a yearly discretionary bonus, based on your performance



Holiday: 28 days, and you can buy and sell days



Pension: 15% non-contributory pension (9% during probation)



Health and wellbeing: Private Medical Insurance cover available for all employees and free health screenings for over 50s. Life assurance at four times your basic salary, to give you a peace of mind. Free access to healthcare apps like Peppy, Unmind, and Aviva Digital GP. Mental Health Allies and an Employee Assistance Programme



Development: A library of internal training on our myLearn platform



Family friendly: We have competitive family leave policies



Diversity and inclusion: We embrace the diversity of our people and empower them to come to work as their true selves. We want them to flourish and be rewarded equally. We have Employee Network Groups, and we pride ourselves on being inclusive and all our offices have first-rate disability access



Helping our community: One volunteering day each year, and access to volunteering platform Neighbourly



Schemes: Car Benefit Scheme for electric and hybrid cars. This means you can lease a brand-new electric or plug-in hybrid car, with insurance and more, for a fixed monthly amount. Cycle to Work Scheme. Employee Discount Scheme, to save money across lots of retailers



Other, voluntary benefits: charitable giving, critical illness insurance, dental insurance, health and cancer screenings for you and your partner, discounted gym memberships and season ticket loans, free fresh fruit and snacks in the office

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