



— This is our
Hearty Roots Stew

Digital Product Designer

allplants is a VC-backed B-Corp on a mission to become Earth's most forward-thinking food company.

We believe food is the bridge between people and planet, so put social impact first, while feeding the world delicious, plant-based food. Since launching in Jan'17 we've bagged awards and attracted over 70,000 social media fans, while serving >250,000s meals through our 5-star, online shop and subscription service.

From a creamy cashew mac, to a spicy jerk jackfruit, today we deliver delicious ready-to-eat meals to your door. They're flash frozen, chef-prepared and totally plant-based - offering ultimate convenience for health-minded foodies. And that's just the beginning.

The movement to a healthier, more plant-powered world is gathering pace and our plans are delicious, bold and daring. Over the next 12 months, our online offering will grow as we introduce new recipes, serving formats and eating occasions for our community. At the same time, we'll continue celebrating plant-based living through content, media, campaigns and events, making it colourful, attractive and irresistibly easy to enjoy a more plant-based lifestyle.

We're ready to truly transform food and have some fun while we're at it. To do so, our digital product needs to be elegant, relatable and easy to use - that's why we need you.

the role.

This is an opportunity to shape one of the UK's most exciting and popular new brands as it goes from scrappy startup to household name.

You will be the first recruit into this team, working with the founders and engineers to shape the experience of our digital product. You will be an insight-led problem solver with killer intuition, driving the design process from sketch through to implementation.





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Your commitment to excellence will drive the build of UX/UI kits, diligence in user-research, and consistency across screens, pages and all digital communication. You will love all aspects of concept, experience and interaction design and see projects through to testing and quality assurance.

Over the next 12 months, expect to design the home of plant-based living across web and mobile app interfaces, as we launch new food products and experiences readying our brand for accelerated growth.

The structure of our purchase flow needs detailed attention to create greater personalisation, more plan-orientated optionality and a richer menu experience. This will of course be balanced with relentless CRO tests and use research. You will also be responsible for owning the improvement of the post-purchase journey to create a stronger subscription experience for our customers convenience and love. This whole portion of our stack is currently a lovely looking MVP.

Your responsibilities will stretch to improvements across all elements of our digital customer experience with a focus around maximising our conversion and retention rates. In the short term, there will be an opportunity to lean into marketing projects where necessary.

your skills and experience.

You'll be a great fit here if:

- You have 3 to 4 years experience in world class UX/UI product design, delivering end-to-end excellence for major or fast-emerging consumer brands
- You have designed web experiences that are changing the world everyday and will have finessed a minimalist elegance to user-oriented design.
- You are a resourceful, data-driven leader first to take initiative with a track record of achieving exceptional delivery of results alongside accelerated scale;
- You know how to take risks, make mistakes and learn from them, move fast and boldly lead a team.
- You bring a sense of humour, high energy, and passion for the plant-powered future we're building.

our offer.





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- Do something that matters, that our world needs, and with people who will challenge and stimulate you.
- Competitive salary package including share scheme and pension.
- Always have your voice heard and drive change every day.
- Career development plan & training at Europe's fastest growing plant-powered food startup
- Free healthy lunches, breakfast and snacks, as well as staff discounts on *allplants* deliveries.
- You'll be part of a business with purpose, using commercial growth to better serve people & planet
- Join an energetic, passionate and supportive team, who care about every dish and each other
- Get in early at a VC-backed B-Corp startup, while growing alongside an *allstar* team
- Regular social gatherings and an intimate, collaborative environment

