

Location: London

Department: Technology & AI

Reporting to: Head of AI Products

Contract Type: Permanent

Do you want to create memories that last a lifetime?

Tour Partner Group is a leading B2B Destination Management Company (DMC) specialising in travel experiences across the UK, Ireland, the Nordics, and the Baltics. With offices in London, Edinburgh, Dublin, and Copenhagen, we bring together over 300 destination specialists, designing unforgettable travel experiences for Groups and FIT, as well as curated MICE programmes under our dedicated brand, **Horizons by Tour Partner Group**.

At **Tour Partner Group**, we believe in responsible travel, continuously challenging ourselves to elevate our standards and ensure that every journey we create leaves a positive impact on both people and the planet.

About the position:

We are looking for a passionate and dynamic **AI UX Expert** to join our team in **London**. In this role, you will lead Design Thinking workshops with sales, operations, and finance teams to understand their world deeply – observing how they work today, mapping challenges, and co-creating future-state experiences. You will produce service blueprints that show how users, systems, and data interact across end-to-end journeys and you will translate these into intuitive interfaces that make workflows feel simple. You will work as part of a **collaborative, international team**, creating memories that last a lifetime for our clients and their customers.

Your responsibilities:

As an AI UI Expert at Tour Partner Group, your key responsibilities will include:

Design Thinking & Process Redesign

- Lead Design Thinking workshops with business stakeholders to understand current-state pain points and co-create future-state experiences
- Map end-to-end user journeys across the full booking lifecycle
- Create service blueprints showing how users, systems, AI, and data interact across touchpoints
- Challenge existing processes – don't digitise bad workflows, redesign them from first principles
- Facilitate co-design sessions where sales, operations, and finance teams actively shape their future tools
- Document "jobs to be done" for each user role, ensuring technology serves real human needs

AI Copilot Process Redesign

- Redesign the sales quoting process
- Design the new AI-assisted workflows



- Ensure the new process eliminates Tourplan touchpoints entirely for sales users
- Create journey maps

Operations & Booking Process Design

- Map operations workflows: rooming list processing, supplier confirmations, booking modifications, cancellation handling
- Identify automation opportunities where human intervention adds no value
- Design exception-handling interfaces – humans should only see what requires judgment
- Redesign supplier interaction patterns for portal self-service

Interface & Interaction Design

- Translate service blueprints into wireframes, prototypes, and high-fidelity designs
- Design modern Tourplan UI overlay
- Create AI CoPilot interaction patterns: conversation flows, suggestion presentation, confidence indicators
- Design intelligent autocomplete, real-time margin calculators, and drag-and-drop itinerary builders
- Build and maintain a design system ensuring consistency across all TPG digital products

User Research & Validation

- Conduct contextual inquiry – observe users in their actual work environment (not just interviews)
- Run usability testing with prototypes before development investment
- Measure success through task completion times, error rates, and user satisfaction
- Iterate designs based on real usage data post-launch

Your profile: Skills & Experience

We are looking for an individual with the following skills and qualifications:

- Design Thinking methodology – proven experience facilitating discovery workshops, ideation sessions, and co-design with business stakeholders
- Service design skills – ability to create service blueprints, journey maps, and cross-channel experience designs
- Process redesign mindset – experience challenging "how things are done" and designing new ways of working
- B2B/B2C application UX experience – enterprise software, booking systems, or operational tools (not just consumer web/mobile)
- User research methodology – contextual inquiry, observation, usability testing, jobs-to-be-done analysis
- Ability to work with complex, multi-system workflows and legacy constraints
- Figma (or equivalent) expertise – prototyping, component libraries, developer handoff



- Strong facilitation and communication skills – ability to run workshops with senior stakeholders and articulate design decisions to non-designers
- Comfort with ambiguity – this role requires defining problems, not just solving pre-defined briefs
- Experience designing AI-assisted interfaces (copilots, recommendation systems, conversational UI) is preferred
- Background in operational transformation or process improvement initiatives is preferred
- Travel, hospitality, or logistics industry experience
- Front-end development awareness (HTML/CSS/React fundamentals)
- Lean UX or Agile UX practitioner
- Experience redesigning legacy systems incrementally while maintaining business continuity

What we offer

At Tour Partner Group, we believe in rewarding our team members. By joining us, you will enjoy:

- A **dynamic and international work environment**, collaborating with colleagues from over **20 nationalities**.
- **Familiarisation trips** to enhance your first-hand knowledge of our destinations.
- A **holiday increase** with years of service, up to **25 days**.
- A **contribution towards gym membership** to promote well-being.
- An **extra day off on your birthday**, because celebrating is important!
- **One volunteering day per year** to support a cause you're passionate about.
- **Annual social events** to celebrate our shared successes.
- **TPG Travel Club discounts** to explore our destinations in your free time.
- The opportunity to become a **Value Champion**, earning a **Discover-Our-Destination reward** for an exciting explorer getaway.
- A **structured development programme** with **on-the-job training**, ensuring you reach your full potential.
- A **collaborative and supportive team culture** where every member is valued.
- Opportunities for **career progression**, moving into new roles within the company.



Additional Information

- **High Season Period:** Please note that from **1st May – 31st August**, the workload may be heavier, and overtime may be required. Overtime is compensated as time off in lieu.
- **Work Location:** This position is based in **London**, with the possibility of hybrid working depending on the role.

Our Values

At Tour Partner Group, our values guide everything we do:

- **Partnership** – We collaborate as a team to succeed and hold our colleagues and business partners in high esteem.
- **Inspiration** – We inspire confidence in others through our knowledge and expertise. We seek and embrace change.
- **Respect** – We are open to new ideas, cultures, and experiences. We value honesty and transparency.
- **Passion** – We share our love for travel and encourage others to explore our destinations. We aspire to be the difference that makes the difference.

Our Commitment to Sustainability & ESG

- We recognise the part we play as a tourism business. We believe in the **positive force and impact** of responsible business on our collective future—one that is sustainable and contributes **not only to ourselves and our clients but also to the planet and society as a whole**.
- Internally, we have taken active steps to **reduce our environmental footprint** by limiting printing, switching to **digital business cards**, and ensuring that **business travel is only undertaken when essential**. Additionally, we encourage our employees to **give back to the community** through our **1 volunteering day per year** initiative.
- Find out more about our sustainability efforts: [Tour Partner Group ESG Policy](#)



Our Diversity, Equity and Inclusion Statement

- At Tour Partner Group, our values of **Partnership, Respect, Inspiration and Passion** guide everything we do. We believe that travel is about **connection, discovery and shared experiences** – and that **begins within our own teams**.
- We are committed to building a workplace where everyone feels **valued, respected and inspired** to contribute their best. We encourage applications from individuals of every **background, culture, identity, ability and life experience**.
- Our aim is to make opportunities accessible, ensure decisions are fair and provide the resources each colleague needs to grow and succeed.
- By living our values and embracing **diversity**, practising **equity** and nurturing **inclusion**, we strengthen not only our business but also the partnerships and communities we serve.

How to Apply

If you're excited to be part of a team that delivers exceptional travel experiences, we'd love to hear from you!

- Please send your **CV and cover letter** to global.recruitment@tourpartnergroup.com with the subject line: **Application for AI UX Expert – Your Name**.
- If you have any questions about the role, please contact **Bianca Chiru** bianca.chiru@tourpartnergroup.com.

We look forward to welcoming you to the Tour Partner Group team!

www.tourpartnergroup.com

