Matas Group - Head of Product Design & Analytics

Lead the capability that connects customer insight, data, design, analytics, and experimentation to create better digital products and customer experiences across Matas Group. As Head of Product Design & Analytics, you will set the direction for how we understand customer needs, design and optimise digital experiences, and scale solutions across our Nordic markets.

We are here to win…and we want you to be a part of it. At Matas Group, you become part of the No.1 Nordic beauty and wellness retailer with 500+ stores across Denmark, Sweden, Norway and Finland, where more than 5.000+ employees come together to offer a broad portfolio of loved brands and expert advice to our customers. And our ambition is clear: to grow our presence across every Nordic market, every channel, and every category.

Shape how we design and optimise digital products across the Group

As Head of Product Design & Analytics, you will lead and develop our Digital Product Design & Analytics capability within Digital & Commercial Tech.

This is broader than a traditional design leadership role. You will bring together Product Design and UX, customer research and insights, UI quality, our Group Design System, digital product analytics, experimentation, and CRO. Your mandate is to ensure that customer insight, data, design, and commercial performance become an integrated part of how we make product decisions.

Reporting to SVP Digital & Commercial Tech, you will lead and inspire a team of 5 specialists within UI/UX/Analytics and work closely with Product Owners, Platform Owners, Tech Business Leads, development teams, Group Data & Analytics, commercial stakeholders and our Nordic markets.

Your key responsibilities will be to:

- **Lead Product Design & Analytics** – Set the professional direction, develop the team and create pragmatic ways of working that raise the bar for design, insight and optimisation.
- **Drive customer-centric product development** – Ensure customer problems, research and data inform what we build and why, using discovery, prototyping and validation to improve product decisions.
- **Own design quality and the Group Design System** – Drive consistent UX and UI principles and scale reusable patterns, components and design foundations across products, brands and markets.
- **Build a Group-first approach** – Use our Nordic scale by designing common solutions where customer needs are shared, while enabling local adaptation where it creates clear value.
- **Advance analytics, experimentation and CRO** – turn customer behaviour, funnel performance and qualitative insight into hypotheses, experiments and continuous improvements across our e-commerce journeys.
- **Connect design, product and technology** – ensure Product Design & Analytics acts as an embedded insight and optimisation partner rather than an internal design service function.
- **Build a strong discovery capability** – help teams reduce uncertainty before committing significant development capacity and systematically evaluate impact after launch.

A particular focus will be on our Group Design System. You will set direction for how Figma libraries, design tokens, reusable components, contribution models and frontend component libraries work together at scale. The ambition is clear: design once for the Group where possible – adapt locally where it creates clear value.

You will also help move us from primarily measuring delivery towards systematically

understanding and improving customer and business impact.

Bring product design leadership, data mindset and commercial thinking

We are looking for a senior product design leader who combines customer orientation and design excellence with strong product thinking, analytical curiosity and an understanding of commercial e-commerce optimization.What matters is your ability to set direction, challenge established thinking and create an environment where strong specialists can perform.

We expect you to bring:

- Significant experience leading Product Design, UX or multidisciplinary digital product teams.
- Strong expertise in customer research, UX and user-centered product development, combined with digital product discovery and hypothesis-led development.
- Hands-on experience of Figma and experience driving or scaling design systems in a complex digital product organisation.
- Experience with design system governance, shared libraries, reusable components, and the connection between design and frontend implementation.
- Experience using digital analytics, experimentation, and A/B testing to improve products and customer journeys.
- A strong understanding of CRO, e-commerce funnels and key conversion drivers.
- Experience working closely with software development teams in modern product organisations.
- Experience from e-commerce, retail, marketplaces or other transaction-heavy consumer digital businesses operating across multiple markets, brands or business units and balancing common standards with relevant local needs.
- Proven people leadership and the ability to develop multidisciplinary specialist teams.

As a person, you create trust and direction while giving specialists room to excel. You are curious, pragmatic, and commercially minded, and comfortable moving between strategic questions and concrete product challenges. In addition, you use evidence to challenge assumptions, communicate effectively across design, data, technology and commercial teams, and create structure without introducing unnecessary bureaucracy.

Shape a central capability within commercial tech

This is your opportunity to shape a central capability within the Digital & Commercial Tech organisation. Building on a strong foundation in Product Design, UX/UI, customer journeys and the Group Design System, you will take the area beyond a traditional design function to create an integrated capability for customer insight, experimentation, optimisation and product decision-making.

Applications will be reviewed and interviews conducted on an ongoing basis. We look forward to hearing from you!