

AI Experience Designer

Annual salary range of £50,000 - £75,000

About Tomoro

Tomoro enables organisations to realise competitive advantage with the power of Generative AI. We work with large corporate clients to create meaningful AI strategies, build production-ready AI solutions and effectively integrate those solutions in their businesses.

Our alliance with OpenAI and NVIDIA (among others) enables us to lead the industry in building valuable, scalable, enterprise-ready solutions for businesses.

We're driven by applied R&D, prototyping and AI innovation. Our client teams are focused on tackling the most challenging aspects of applied AI in the enterprise sector directly with clients.

About the role

As an AI Experience Designer at Tomoro AI, you'll collaborate closely with frontend and backend AI engineers to build experiences that push the boundaries of Large Language Model (LLM)-based solutions. You will use your product-design craft—UX/UI and visual design—to make products useful and AI experiences clear, trustworthy and on-brand. You'll be designing for a new paradigm where intelligent agents are not just features but core expressions of brand identity, and where the quality of human-AI interaction is central to competitive advantage.

In partnership with:



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AI Experience Designer

- We design AI solutions that address real, challenging problems by combining a deep understanding of user needs with expertise in LLM technologies.
- This role is critical for designing transformative AI systems that are reliable, interpretable, and trustworthy for our clients across a range of industries.
- We leverage unique skills such as visual storytelling and prototyping to effectively communicate our ideas and their practicality to users, stakeholders, and teams.

At **Tomoro**, we work in collaborative design and engineering teams, emphasising attention to interaction and visual detail, focusing on polished UI/UX design, rapid iteration, continuous improvement, and learning.

Design Challenges

Our work spans two distinct but complementary contexts, each with unique design requirements:

- **Consumer-facing AI products** We design custom AI experiences where identity, expression and public perception matter deeply. Here, we focus on how agents look, sound and behave as extensions of a brand—ensuring they feel polished, differentiated, and aligned with the client's market positioning.
- **Enterprise and colleague-facing AI solutions** We design AI experiences for workplace contexts where the challenge shifts from performance to participation. Agents need to feel like thinking partners that integrate seamlessly into everyday routines and workflows. Cultural fit, utility, and natural integration matter as much as interface design.

Example projects

- Designing a chat-based travel concierge that plans, books and re-books trips across web and mobile.
- Adding an AI “research sidekick” to an analyst platform so users can surface and explain market signals without leaving their workflow.
- Integrating an AI ideation assistant into an existing enterprise design system, complete with branded personality and tone.

What you will do

- Undertake rapid-research to understand and identify the moments where an AI agent can remove friction or add value.
- Re-design existing flows or create entirely new experiences so that human-AI interaction feels seamless.
- Think about and prototype AI agent behaviour, personality, and tone-of-voice.
- Design rich, end-to-end experiences that for agentic product and AI workflows.

- Express culture, brand and visual identity through an agentic solution, ensuring that AI agents look, feel and act in ways consistent with client identity.
- Work day-to-day with front and backend AI engineers to design, prototype and build, ensuring that we deliver innovative AI solutions rather than theoretical experiences.

Your skills

We're looking for designers with strong foundational product design capabilities who are ready to apply their craft to the unique challenges of AI experience design. The role requires two core capabilities and three supplementary capabilities that we expect you to develop over time.



**Our mission is to make
the 3-day working
week a reality!**

Everyone in Tomoro shares the passion for AI technology and its power for good and we are looking for people who believe in that mission to join us on our journey.

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Core Capabilities

Digital Product Design

Designing experiences and interfaces that drive better human-AI interactions and solve meaningful challenges in both consumer and enterprise contexts. A combination of experience, interface and information design.

- Experience designing end-to-end digital products (web / mobile app)
- Strong UI/UX skills including layout, typography, interaction patterns, and working within design systems
- Experience applying user research findings to design decisions
- Fluency with Figma (components, variables, prototyping)
- Confident communication and working in complex stakeholder environments including workshop facilitation, sketches, concise presentations, collaboration with client design teams

Identity & Brand Expression

Designing AI products and experiences to act as extensions of a client's brand, aligning visual identity, expression and other visual aspects of human-AI communication.

- Strong visual design skills and attention to aesthetic detail
- Experience working with brand guidelines and design systems
- Ability to translate brand values into AI agent behaviour and visual expression

Supplementary Capabilities

Conversational Design

Researching, codifying and designing agent personality, tone of voice and conversational flow/timing to match specific contexts and modalities.

- Ability to define and prototype AI agent personality and tone of voice
- Understanding of conversational flow, timing, and turn-taking in human-AI interactions
- Experience designing for different communication modalities (text, voice, multimodal)

Workflow Design

Understanding and codifying how work gets done in order to integrate colleague-facing AI experiences and products meaningfully as part of work. Service/UX design-type skill sets.

- Experience with service design, user journey mapping, or workflow analysis
- Ability to identify opportunities for AI integration within existing processes
- Understanding of how to design for adoption and behaviour change in workplace contexts

Prompting & Model Literacy

Understanding how to guide, steer and apply LLMs in the context of AI products.

- Familiarity with prompt-based prototyping using ChatGPT, Claude or similar tools
- Understanding of LLM capabilities, limitations, and behaviour
- Awareness of how prompt design affects model outputs and user experience
- Knowledge of multimodal AI (text, speech, vision, video, gestures) and how it might be integrated into human-AI interactions

Core Capabilities

Prototyping with AI Tools

Using AI tools to rapidly prototype interactions that we can meaningfully test.

- Experience with or openness to learning rapid prototyping techniques using AI tools (Codex, Claude Code, Replit, Figma Make or other similar tools)
- Ability to create testable prototypes quickly to validate interaction patterns
- Comfort with iterative, AI-assisted design workflows
- Awareness of design challenges relating to AI experience design - accuracy, transparency, safety, and trust

Package

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- Generous holiday entitlement
- Private medical insurance
- Wellness plan
- Life Policy
- Employee Assistance Programme
- Pension
- Access to global exclusive discount & savings platforms
- And more!

Location

Hybrid working policy. Depending on the client and project requirements, you should remain flexible and willing to travel to client offices up to three days a week.

Tomoro DNA

In Tomoro we value diverse perspectives and experiences, and we understand that some strong candidates will not fulfil every qualification listed above.

Studies have demonstrated that individuals from underrepresented groups often experience feelings of imposter syndrome, leading them to underestimate their suitability for certain positions. We strongly encourage you to apply if this role excites you, even if you do not meet every single criterion. Your unique skills and experiences might be exactly what we need.

Tomoro is committed to promoting equal opportunities in employment. You and any job applicants will receive equal treatment regardless of any legally protected characteristics.

We are committed to providing reasonable accommodations to applicants with disabilities, please make us aware of your needs upon application.

Our core principles

We're AI native - AI is our second nature


We're human-centred - prioritise people in progress

We try things out - we experiment and learn from experience

We're a collective - we work together to make tomorrow better than today

We show up differently - making each engagement and interaction with Tomoro feel distinctive

We build for business - we aim to be a workplace where AI meets industry IQ



Generative AI
at enterprise
scale