

# STUART MCINNES

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**Nationality:** British | **Gender:** Male | **Phone number:** (+44) 7795064309 (Mobile) | **Email address:**

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**Address:** United Kingdom (Work)

## ● ABOUT ME

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Lead Product Designer with over 15 years of experience in **UX/UI design**, specializing in **eCommerce, B2C marketplaces**, and **user-centered design**. Skilled in **end-to-end product design, user research**, and **collaboration with cross-functional teams** to create engaging user experiences. Proficient in **wireframing, prototyping, user testing**, and working alongside product managers and engineers. Dedicated to delivering user-centric solutions and driving product enhancements that create unique experiences for customers. Experienced with tools like **Figma, Sketch, and InVision**.

## ● WORK EXPERIENCE

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01/2022 – CURRENT North London, United Kingdom

**THE THINKING TRAVELLER – LEAD DESIGNER** THE THINKING TRAVELLER

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### **Duties and Responsibilities:**

As a Lead Designer, I:

- Directed product design efforts, leading UX/UI initiatives to enhance **eCommerce** and **marketplace user journeys**.
- Improved **conversion rates** by leveraging **user research** and behavioral insights, addressing user pain points, and refining user flows.
- Spearheaded the **creation of a design system** to ensure consistent design elements across platforms.
- Collaborated closely with product managers, engineers, and stakeholders, supporting a user-focused approach to **C2C marketplace design**.
- Managed the comprehensive product lifecycle, from ideation to testing, while implementing iterative design modifications.
- Functioned as a liaison among sales, marketing, development, and product teams to guarantee seamless user experiences.
- Leveraged user research and behavioral analysis to effectuate successful product enhancements in the core booking process of the website, resulting in a significant increase in conversion rates (CVR). This involved identifying pivotal pain points through data insights, refining the user flow, and executing design improvements to augment the overall user experience.
- Played an instrumental role in the development of complex collaborative products designed as modular and extensible platforms, significantly improving scalability and flexibility.
- Contributed to a substantial rebranding initiative, encompassing creative and UX alterations to enhance the overall user experience. Assisted in the creation and maintenance of the company's inaugural design system, ensuring uniformity across all platforms.

12/2018 – 12/2021 North London, United Kingdom

**UX/UI DESIGNER** THE THINKING TRAVELLER

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### **Duties and Responsibilities:**

- Led UX design improvements for digital platforms, utilizing **UX research methodologies** to optimize the user journey.
- Conducted **user testing** for new website features, improving global navigation and product page designs to enhance user experience.
- Designed and tested **UI prototypes** and high-fidelity mockups to support new feature development and testing across web and mobile platforms.
- Led QA efforts for a major re-platforming project of the commercial website.
- Designed UI prototypes and high-fidelity designs to support feature development and testing.
- Specialized in cross-channel digital platforms, including web, apps, video, and motion graphics.

09/2017 – 12/2018 North London, United Kingdom

**UX/UI DESIGNER** FOUNDERS4SCHOOLS

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### **Duties and Responsibilities:**

### *Business Leaders to Work Experience for Students (C2C Model)*

- Developed innovative product features based on comprehensive user research and feedback from internal stakeholders.
- Created detailed UX process diagrams and complex user journey maps to streamline feature development and improve the user experience.
- Led UI prototyping and design solutions for iOS and web platforms, focusing on material design principles.
- Managed end-to-end product design from concept to release, conducting user interviews to identify areas for improvement and drive user-centered design decisions.
- Collaborated closely with cross-functional teams to ensure cohesive and effective design implementation.
- Utilized data-driven insights to refine and optimize design solutions, ensuring they met user needs and business goals.

06/2017 – 09/2017 West London, United Kingdom

### **UX/UI DESIGNER** EDITOREYE - BLENHEIM CHALCOT

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#### **Duties and Responsibilities:**

- Worked on UX/UI design for a SaaS platform, enhancing user flows and touchpoints.
- Built wireframes and prototypes and developed UX personas and user flows to inform design decisions.
- Managed the customisation of a WordPress blog based on company specifications.

02/2011 – 04/2017 South London, United Kingdom

### **DIGITAL DESIGN & PRODUCTION MANAGER** SQUAREMEAL/IMBIBE/SWA

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#### **Duties and Responsibilities:**

- Designed **responsive web solutions** for multiple websites including Squaremeal, Imbibe, and SWA.
- Led **UI design** of eCommerce **mobile apps** (iOS/Android), from concept to prototyping and user journey mapping.
- Managed **email marketing campaigns**, including responsive HTML email builds and analytics-driven strategies.
- Created **rich media banners** and video content for cross-channel social platforms.

09/2010 – 12/2010 Soho, London, United Kingdom

### **CREATIVE & DIGITAL DESIGN** GALVANIZE DIGITAL SOLUTIONS (FORMERLY STEELY EYE)

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#### **Duties and Responsibilities:**

- Designed **mobile e-commerce** websites for major international brands, including AUDI and BURBERRY.
- Worked on **UI design** for mobile apps (iOS + Android) and created rich media web banners.

11/2008 – CURRENT

### **FREELANCE PROJECTS (VARIOUS INDUSTRIES)**

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#### **Duties and Responsibilities:**

- Designed e-commerce sites, educational videos, and mobile apps for clients including **Hodder & Stoughton**, **Teach Yourself Languages Online**, and **Scholastic UK**.

## ● **EDUCATION AND TRAINING**

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02/2013 London, United Kingdom

### **GUARDIAN MASTERCLASS – UX DESIGN**

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09/2009 United Kingdom

### **W3C CERTIFICATE IN MOBILE WEB DESIGN BEST PRACTICE** Cambridge

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09/2009 – 11/2009 United Kingdom

### **ADVANCED WEB DESIGN - XHTML & CSS**

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1998 – 2000 United Kingdom

### **HND MULTIMEDIA. DESIGN IN GRAPHICS, WEB & MULTIMEDIA. VIDEO PRODUCTION & PHOTOGRAPHY**

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## ● **ORGANISATIONAL SKILLS**

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### **KEY SKILLS**

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- **Product Design:** End-to-end UX/UI design, product enhancements, wireframing, prototyping, and testing
- **User Research & Testing:** Conducting and analyzing user research, user interviews, usability testing, and behavior insights

- **UI Design Systems:** Designing, implementing, and maintaining UI design systems for consistency and scalability
- **Storyboarding & Wireframing:** Creating wireframes, storyboards, and user journey maps for enhanced user experience
- **Tools:** Proficient in Figma, Sketch, InVision, Photoshop, Illustrator, and Adobe CC
- **Video & Motion Graphics:** Final Cut Pro, Premiere Pro, After Effects
- **Collaboration & Leadership:** Strong communicator with experience working alongside Sales, Marketing, Product, and Development teams

## ● **HOBBIES AND INTERESTS**

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### Interests

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- **Photography:** Shortlisted for Landscape Photographer of the Year 2009
- **Permaculture:** Certified Permaculture Designer
- **Other Interests:** Bagua Quan, Film, Food, Urban Art

## ● **LANGUAGE SKILLS**

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Mother tongue(s): **BRITISH ENGLISH**