STUART MCINNES

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ABOUT ME

Senior Product Designer with 10+ years' experience designing complex, user-centred digital products across **marketplaces**, **subscription platforms**, and mobile applications. I specialise in simplifying dense information systems, improving discovery and conversion journeys, and translating research and behavioural insight into scalable UX solutions. Experienced working cross-functionally with Product, Engineering, Research, and Data teams to ship measurable outcomes.

CORE SKILLS

UX & STRATEGY	USER RESEARCH (QUAL & QUANT), INFORMATION ARCHITECTURE, INTERACTION DESIGN, JOURNEY MAPPING, USABILITY TESTING, BEHAVIOURAL INSIGHT, ACCESSIBILITY (WCAG), EXPERIMENTATION & A/B TESTING
PRODUCT & SYSTEMS THINKING	END-TO-END PRODUCT DESIGN, DESIGN SYSTEMS, CROSS-PLATFORM (IOS/ANDROID/WEB), SUBSCRIPTION & CONVERSION FLOWS, MARKETPLACE & TWO-SIDED PLATFORMS
TOOLS & DELIVERY	FIGMA (VARIABLES, DEV MODE), PROTOTYPING, HTML/CSS FUNDAMENTALS

WORK EXPERIENCE

PRODUCT DESIGNER - FINDMYPAST   Mar 2025 – Present
Remote-first, City of London, UK

- Redesigned a complex newspaper search and filtering experience within a multi-million record archive, improving information hierarchy and creating a scalable, modular framework for future expansion.
- Conducted behavioural analysis and collaborated with UXR and Data teams to validate filter usage patterns and refine interaction design.
- Designed a beta **AI-powered newspaper summarisation feature**, translating large archival datasets into accessible, user-facing summaries with a focus on transparency and trust.
- Designed IA and navigation improvements across B2C and B2B platforms, reducing cognitive load in content-dense environments.
- Designed a CMS-friendly interface for TSHA's flagship **Primary Source Series**, balancing complex editorial needs with an intuitive user experience for academic audiences.
- Contributed to the development of a multi-brand design system supporting scalable, white-labelled products.

LEAD DESIGNER - THE THINKING TRAVELLER   Jan 2022 – Dec 2024
East London, UK

- Led research-driven redesign of marketplace search, discovery, and enquiry journeys, increasing search-to-lead conversion by 30%.
- Applied qualitative research, session recordings, and GA behavioural analysis to identify friction in the booking funnel, contributing to a 27% uplift in overall conversion.
- Defined IA and interaction patterns for a modular, scalable platform supporting complex villa inventory and multi-market expansion.
- Leveraged user research, **behavioural insights**, qualitative data, session recordings, and GA data analysis to address user pain points and refine user flows, resulting in a 15% increase in CVR.
- Managed the entire product lifecycle, from ideation to testing, and implemented iterative design modifications.
- Facilitated collaboration between sales, marketing, development, and product teams to ensure seamless user experiences.
- Played a key role in developing complex collaborative products designed as modular and extensible platforms.
- Contributed to a substantial rebranding initiative, enhancing the overall user experience.

UX / UI DESIGNER - THE THINKING TRAVELLER   Dec 2018 – Dec 2021

East London, UK

- Led UX design improvements for digital platforms, utilising **UX research methodologies** to optimise 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 mock-ups 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.
- Specialised in cross-channel digital platforms, including web, apps, video, and motion graphics.

UX / UI DESIGNER - FOUNDERS4SCHOOLS   Nov 2017 – Dec 2018

North London, UK

- **C2C Marketplace Design:** Developed complex user flows and UI designs for C2C marketplaces.
- **UX/UI Design**: Created user-centred designs for **iOS and web applications**, including Workfinder and Founders4Schools platforms.
- Product Lifecycle Management: Managed the entire product lifecycle, from concept to launch.
- User Research: Conducted user interviews to inform design decisions and drive positive change.

UX / UI DESIGNER - EDITOREYE - BLENHEIM CHALCOT   Jun 2017 – Nov 2017

West London, UK

- 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.

EARLIER CAREER – DIGITAL & MOBILE DESIGN   2003 – 2017

Progressed from graphic and digital design into mobile and eCommerce product design, delivering responsive web and app experiences for international brands, including **Audi, Burberry, Disney (Jetix Europe), and SquareMeal**. Developed a strong foundation in cross-platform UI, commercial design, and scalable digital systems.

FREELANCE PROJECTS (VARIOUS INDUSTRIES)   November 2008 – Ongoing

Provided freelance design services across web, mobile, and video. Projects included B2C website design, iOS app development, and video editing for educational and publishing clients such as Hodder & Stoughton, Scholastic UK, and Mary Glasgow Magazines.

EDUCATION/TRAINING

Guardian Masterclass – UX design	Feb 2013
W3C Certificate in Mobile Web design Best Practice, Cambridge	Sep 2009
Advanced Web design - XHTML & CSS	Sep - Nov 2009
UHI Moray - HND Multimedia Design	1998 – 2000

Interests: Photography (Short-listed for **Landscape Photographer of the Year 2009**), environment (Certified Permaculture Designer), Qigong