

# STUART MCINNES

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## ABOUT ME

**Product Designer** with 10+ years of experience designing complex, data-rich digital products that help users navigate high-information environments and make confident decisions. I specialise in simplifying complexity and structuring systems, flows, and interactions so users can understand options, compare effectively, and take action with confidence.

My background in brand and visual design enables me to translate complex functionality into clear, engaging experiences that improve usability, consistency, and conversion.

Experienced in working end-to-end, from research and behavioural insights through to delivery, collaborating closely with Product, Engineering, and Data teams to ship user-centred solutions that drive measurable product outcomes.

## CORE SKILLS

UX & STRATEGY	USER RESEARCH (QUAL & QUANT), INFORMATION ARCHITECTURE, INTERACTION DESIGN, JOURNEY MAPPING, USABILITY TESTING, ACCESSIBILITY (WCAG), EXPERIMENTATION & A/B TESTING
PRODUCT & SYSTEMS THINKING	END-TO-END PRODUCT DESIGN, CONVERSION OPTIMISATION, COMPLEX WORKFLOWS, DESIGN SYSTEMS, CROSS-PLATFORM (WEB & MOBILE), MARKETPLACES & TWO-SIDED PLATFORMS
TOOLS & DELIVERY	FIGMA (VARIABLES, DEV MODE), PROTOTYPING, HTML/CSS FUNDAMENTALS

## WORK EXPERIENCE

### PRODUCT DESIGNER - FINDMYPAST

Mar 2025 – Apr 2026

Remote-first, City of London, UK

- Redesigned a **complex newspaper search and filtering experience** within a multi-million-record archive, improving information architecture and scalability by leveraging behavioural analysis and collaborating with UXR and Data teams, balancing user needs with product goals to enhance discoverability and engagement.
- Designed a beta **AI-powered summarisation feature**, translating large archival datasets into accessible insights with a focus on clarity, transparency, and user trust.
- Improved content discovery and navigation across B2C and B2B platforms, supporting increased user engagement and more efficient content exploration.
- Delivered 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.
- Collaborated closely with Product, Engineering, and stakeholders to define problem spaces, align on priorities, and deliver user-centred solutions.

### LEAD DESIGNER - THE THINKING TRAVELLER

Jan 2022 – Feb 2025

East London, UK

- Led research-driven redesign of marketplace search, discovery, and enquiry journeys, **increasing search-to-lead conversion by 30%** through improved clarity and reduced friction at key decision points.
- Contributed to a wider optimisation of the booking experience during a company rebrand, using behavioural analysis and user research to identify drop-off points and support a **27% uplift in overall conversion**.
- Defined information architecture and interaction patterns for a **modular, scalable platform supporting complex villa inventory** and multi-market expansion.
- Owned design across key parts of the end-to-end booking journey, from discovery through to enquiry and conversion.
- Collaborated closely with sales, marketing, product, and engineering teams to align on priorities and deliver seamless user experiences.
- Contributed to the evolution of a scalable platform architecture, supporting growing inventory complexity and international expansion.
- Played a key role in a company-wide rebrand, improving overall product experience and visual consistency.

## 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.
- Delivered UX/UI design for **iOS and web applications**, including Workfinder.
- **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.**

## 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.

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## EDUCATION/TRAINING

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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

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References available on request