

# IAN STUART WEIR

Senior Product Designer

Fully Remote | Hybrid London

[hello@ianstuartweir.com](mailto:hello@ianstuartweir.com) | [www.ianstuartweir.com](http://www.ianstuartweir.com) | [linkedin.com/in/ianstuartweir](https://linkedin.com/in/ianstuartweir)

## PROFILE

Senior Product Designer with 20+ years experience designing digital products and services across automotive, telecoms, finance and media.

Specialising in translating complex systems into clear user experiences through research, information architecture and rapid prototyping.

Recent work includes creative AI tools for WPP, device management apps for Nokia and online sales and content IA for Jaguar Land Rover.

## IMPACT HIGHLIGHTS

### AI Workflow Tools

Led UX design for internal AI creative tools used across WPP agencies.

### Automotive Digital Commerce

Designed UX journeys and configurator experiences for Jaguar Land Rover's online vehicle sales platforms.

### Enterprise Networking Applications

Delivered UX/UI for Nokia device management and support products.

### Conversion Optimisation

Improved EE checkout journeys through UX audit and redesigned purchase flows.

## EXPERIENCE

### VML / WPP

Senior Product Designer | 2024 – Present

Leading UX design for internal creative AI tools used across multiple WPP agencies.

- Leading UX and product design for internal AI creative tools used across multiple WPP agencies
- Running discovery workshops and rapid prototyping to validate concepts
- Collaborating with engineers and creative stakeholders

## More Air – Nokia

Senior Product Designer | 2022 – 2024

UX design across multiple Nokia product teams developing management applications.

- Designed enterprise device management applications
- Created IA, journey flows and prototypes
- Conducted usability testing with product teams

## Accenture / Spark44 – Jaguar Land Rover

Senior UX Designer | 2018 – 2022

UX design across several major Jaguar Land Rover digital initiatives.

- UX design for online vehicle sales platform
- Designed rapid configurator tools
- Delivered journey mapping and IA work

## Earlier Experience

UX/UI Designer | 2003 – 2018

Senior UX/UI roles delivering work for global brands including:

- **EE** – Redesigned checkout journey to improve conversion and streamline fulfilment
- **Mercedes-Benz** – digital campaigns and IoT experience concepts
- **Sony** – digital marketing and product experiences
- **Barclaycard** – UX design for financial products

Agency experience: AKQA | Dare | Tangent | Accenture | VML | WPP

## SKILLS

User research | Information architecture | Journey mapping | Wireframing | Prototyping  
Design systems | Usability testing | Stakeholder workshops

## TOOLS

Figma | Miro | Sketch | Maze | Axure | UXPin | Zeplin | Photoshop | Illustrator

## EDUCATION

University of Hertfordshire > Software Systems for the Arts & Media

East Herts College > 3 Distinctions including New Media and Interaction Design

## INTERESTS

Running | Mountain biking | Photography | Technology trends | Automotive engineering