

IAN STUART WEIR

Senior Product Designer

Remote / Hybrid

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PROFILE

Senior Product Designer with 20+ years designing enterprise AI platforms and large-scale digital services across media, telecoms, automotive and finance sectors. Specialising in translating complex systems into clear user experiences through research, information architecture and rapid prototyping. Recent work includes AI enterprise services for WPP Open, device management apps for Nokia and online sales and IA mapping for Jaguar Land Rover.

HIGHLIGHTS

Enterprise AI Platforms

Led product design for AI-powered enterprise applications that streamline collaboration and workflows across multiple WPP agencies and their clients.

Automotive Digital Commerce

Designed scalable automotive discovery and configuration experiences for Jaguar Land Rover's digital ecosystem, balancing complex product data and business requirements.

Enterprise Networking Applications

Led product design for Nokia's enterprise device management and customer support solutions, creating scalable experiences for complex operational workflows.

Conversion Optimisation

Optimised EE's e-commerce checkout experience through user research and journey analysis, reducing friction and improving conversion performance.

EXPERIENCE

VML / WPP

Senior Product Designer | 2024 – Present

Leading product design for WPP Open AI apps to enhance agency and client collaboration.

- Running interviews and discovery workshops with clients and stakeholders.
- Rapid prototyping to validate concepts using Figma and Windsurf
- Collaborating with engineers and creative stakeholders

More Air – Nokia

Senior Product Designer | 2022 – 2024

UX/UI 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 | Technology trends | Photography | Motorsport