IAN STUART WEIR

Senior Product Designer

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PROFILE

Senior Product Designer with 20+ years designing digital products, services and enterprise AI platforms across media, telecoms, automotive and finance. I specialise in turning complex problems into clear user experiences through research, ideation and rapid prototyping. Recent work includes AI solutions for WPP Open, device management apps for Nokia, and digital commerce for Jaguar Land Rover. I've worked extensively with leading digital agencies including VML, RGA, Accenture, AKQA and Dare and many more.

HIGHLIGHTS

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

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

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

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

EXPERIENCE

WPP / VML

Senior Product Designer | 2024 – 2026

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

- Product design for WPP Open AI supporting agency and client collaboration.
- Research and discovery with clients, stakeholders and users.
- Rapid prototyping and concept validation using Figma and AI development tools.
- Working closely with engineers and creative teams to take ideas into delivery.

Nokia / More Air
Senior Product Designer | 2022 – 2024

UX/UI design across multiple Nokia product teams developing management applications.

- UX/UI design across multiple Nokia teams developing device management apps.
- Designed interfaces for complex management and customer support workflows.
- Developed information architecture, user journeys and interactive prototypes.
- Ran usability testing with product teams to identify and resolve usability issues.

Jaguar Land Rover / Accenture
Senior UX Designer | 2018 – 2022

UX design across several major Jaguar Land Rover digital initiatives.

- UX design across major Jaguar Land Rover digital initiatives.
- Designed online vehicle sales and digital commerce experiences.
- Designed rapid configurator tools for complex vehicle products.
- Delivered customer journey mapping and IA across the digital ecosystem.

Earlier Experience
UX/UI Designer | 2003 – 2018

I've worked with top agencies including VML, RGA, Accenture, AKQA, Dare, Hugo & Cat:

- **Dare –** EE enhancing customer experiences and increasing conversion rates.
- **Digital Annexe –** Digital campaigns and IoT experiences for Mercedes-Benz.
- **Hugo & Cat –** Designed digital campaigns and product experiences for Sony.
- **EMC –** UX for Barclaycard financial products and services.

SKILLS

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

TOOLS

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

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