

Ian Richardson

Senior Product Designer

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Summary

Senior Product Designer specialising in **conversion, experimentation, and AI-enhanced product workflows**.

10+ years driving measurable growth across fintech, insurance, retail, education, and SaaS—combining product strategy with hands-on execution to identify high-impact opportunities, improve user journeys, and deliver at pace.

Key Impact

- +55.4% CVR uplift through experimentation-led redesign
 - +18.2% improvement in users reaching quote stage
 - Reduced purchase journey completion time by 40.2%
 - 50% faster delivery via scalable design systems
 - Built and launched Cairn, an AI-powered product design tool used to structure end-to-end workflows
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Core Strengths

Product Strategy & Experimentation

Defines high-impact opportunities through research and data, shaping product direction and delivering measurable outcomes

Conversion & Growth Optimisation

Improves funnels and user journeys through structured experimentation, A/B testing, and continuous iteration

Design Systems & Scalable UX

Builds scalable, multi-brand systems that improve consistency and significantly reduce delivery time

AI-Enhanced Design Workflows

Applies AI to accelerate research, ideation, and execution while maintaining strong product thinking and decision quality

Experience

Senior Product Designer

Domestic & General (Insurance) · 2023 – Present

Key Impact: +55.4% CVR uplift · +18.2% funnel improvement · 50% faster delivery

Acquisition & Registration Journey

- Identified key drop-offs through user interviews, usability testing, accessibility audits, and funnel analysis
- Defined a 12-month product roadmap with Product Manager focused on full-funnel conversion improvement
- Redesigned registration and upsell journey, improving trust, usability, and accessibility (WCAG compliant)
- Replaced a 7-page appliance flow with a progressive disclosure model → increased users reaching the quote stage from 60.5% to 71.5% (+18.2%)
- Reduced time to reach quote from 6m 35s to 4m 01s (-39%) through simplification of the acquisition journey
- Delivered A/B test using comparison cards over table design → increased plan purchases from 3.72% to 5.78% (+55.4%)
- Reduced plan purchase completion time from 15m 23s to 9m 12s (-40.2%) through streamlined registration and checkout flows

AI-Enhanced Product Design Workflow & Toolkit

- Designed and implemented a full AI-enhanced product design process spanning research, ideation, validation, and delivery — identifying high-value AI touchpoints while preserving human-led decision-making throughout
- Built and launched Cairn, an AI-powered product design tool that guides users from research to delivery through a structured, flexible workflow combining AI-assisted guidance with established UX methodologies
- Engineered a step-by-step summarisation feature that compiles into a dynamic AI-generated project report, enabling clear and efficient communication of progress and outcomes to stakeholders

White-Label POS Sales Platform (B2B2C)

- Led end-to-end design of a scalable sales platform used by major UK and US retail partners
 - Conducted in-store field research and facilitated stakeholder workshops
 - Designed mobile-first journeys optimised for real retail environments
 - Increased in-store conversion by 8–10% across multiple clients within 12 months
 - Led development of a brand-agnostic design system → reduced build time from 6 weeks to 3 weeks
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Senior Product Designer

Silverbullet / 4D (MarTech / AdTech) · 2020 – 2023

- Joined at MVP stage and helped define UX direction of a B2B SaaS contextual advertising platform
 - Designed Insights product delivering real-time performance data and automatic optimisation recommendations → contributed to 31% CTR uplift
 - Delivered Video Placement Targeting and Dimension Marketplace, enabling partner algorithm integrations
 - Designed dashboards, reporting systems, notifications, and campaign management features
 - Worked closely with leadership to shape product strategy in a post-cookie advertising landscape
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UX Designer (Contract)

MullenLowe London · 2020

- Led UX for a global website redesign for Nord Anglia Education across multiple markets
 - Produced high-fidelity prototypes in English and Mandarin for usability testing
 - Ran international usability testing across UK, US, Thailand, Qatar, and Mexico
 - Coordinated parallel Chinese-language testing with regional agency
 - Delivered insights, A/B testing results, and recommendations to stakeholders and clients
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UX Designer

Blue Motor Finance (FinTech) · 2018 – 2020

- Sole UX designer in a fast-scaling fintech (FT 1000 fastest-growing company)
 - Embedded user-centred design practices across the organisation
 - Led end-to-end design across five core products, improving onboarding and reducing drop-off
 - Worked across full product lifecycle from research and stakeholder alignment to delivery and testing
 - Delivered full brand project including identity, guidelines, and digital experience
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Earlier Career

UX / Digital Art Director, Bridge Studio (News UK) · 2016 – 2017

- Won £500k of new business through proactive digital pitching
- Delivered award-winning interactive campaign work and mentored design team

Interactive Art Director, Guardian Labs (The Guardian) · 2014 – 2015

- Contributed to major campaign pitches and digital experiences

Deputy Art Director, Telegraph Media Group · 2012 – 2014

- Delivered large-scale campaign work including £1m pitch wins

Senior Designer, Tag Worldwide · 2009 – 2012

Earlier roles: The Times, Times Online, NME

Total contribution: Supported over £10m in pitch wins across 2012–2017

Tools & Technology

Design & Prototyping: Figma, Adobe XD

Research & Analytics: UserTesting, PostHog

Collaboration & Systems: Miro, Storybook, Slack

Accessibility: Stark, VisBug

AI Tools: ChatGPT, Claude, Copilot, Figma Make, Lovable

Education & Development

UX Research Methods · Goldsmiths University (i2 Media Research Lab) · 2019

User Experience Design · General Assembly, London · 2019

Ongoing: Accessibility (WCAG 2.1 AA) · AI-integrated product design practice

Portfolio

uxuir.co.uk