

## Iain McConchie

Design Director, Manager, Leader  
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### Netflix — Design Manager, Interactive Experiences (2021 - 2022)

I managed the Interactive Experiences (IX) design team, a combination of senior Narrative, Game, Motion and Product Designers. Collaborating with content producers, creators and engineers our mission was to redefine streaming entertainment. My responsibilities included:

- Shaping our ongoing IX strategy alongside product, production and engineering peers
- Facilitating Design Sprints and explorations of new interactive formats and modalities
- Hiring and development of the design team - principles, goals and design skills mapping
- Supporting the design of five branching narrative and two unique polling and trivia experiences

### Headspace — VP, Product Design (2019 - 2021)

I led design across Brand, Research and Product. With an established platform experience and audience of over two million active members, I focused on improving processes across Design disciplines and cross-functional collaboration. This was achieved through a series of initiatives:

- Defining our project lifecycle process from formative research to product delivery
- Introducing Design Ops to provide efficiencies around hiring, tooling, workflow and delivery
- Creating a new Design System to improve accessibility and reduce production overhead
- Designing and deploying a Hypothesis Driven Innovation (HDI) framework across the business to support faster iteration and experimentation

Alongside partnerships with Snap, Apple, Netflix and Microsoft moving the Headspace app experience "beyond mediation" was one of the most significant consumer product strategies I've worked on. Collaborating with Product, Content and Engineering peers, we led a substantial reimagining of content hierarchy, discovery and playback that targeted key member intents.

### The App Business (now Kin+Carta Create) — Head of Design (2010 - 2019)

I spent as much time sweating pixels and user flows as I did in workshops and boardrooms discussing our clients user needs, technical constraints, and product strategy. Our clients included VISA, McLaren F1, Tesco, The Met Office, TfL, and BP. Forming the design team and design capabilities, it grew from just me to over 25 multi skilled designers. I was directly responsible for:

- Product and design delivery of an award winning transport app, and multiple top 5 ranked apps
- Innovation workshops and collaborative client strategy sessions
- Design Ops — Sourcing and hiring designers, design tools, design process and frameworks
- Internal branding, creative direction and external art direction of client pitches and proposals

Prior to working in Design Management I worked at **MTV** and **Walt Disney** in Art Direction, Creative Production and Product Design roles. Visit my [LinkedIn](https://www.linkedin.com/in/iainmcconchie) for further details.