

Iain McConchie

Senior Product Design Leader

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I am an award-winning product design leader with over 20 years of experience working for global businesses. I have a proven track record mentoring multidisciplinary designers (Product, UX, UI, Brand, Research) and inspiring them to deliver best-in-class B2C and B2B solutions. My expertise spans many sectors including media and entertainment, consumer marketplaces, automotive, fintech and restaurant tech. As a visual creative, I'm often hands on encouraging teams to play, remix, and look at things sideways—using customer and business insights, brand, storytelling and human centered design to create differentiated products.

ChowNow — Head of Product and Design (2022 - present)

Leading the Product and Design teams who are responsible for elevating the user journey of our restaurant partners and their diners. Our SaaS products are simple and intuitive so owners can get back to making food.

- Shaped the latest iteration of ChowNow's business strategy, collaborating with XFN leadership and C-suite
- Integrated frameworks like Jobs To Be Done (JTBD) and authored our working product principles
- Led the implementation of a rebrand within the product experiences and oversaw multiple feature releases

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

I managed the designers on the Emmy award-winning Interactive Experiences (IX) team. A small but nimble innovation lab separate from the core app with a mission to redefine streaming entertainment. I collaborated across Netflix with executives, content creators, directors, producers, and engineers to deliver on that goal.

- Defined our IX strategy alongside cross-functional product, production, and engineering peers
- Facilitated Design Sprints and workshops to explore new interactive streaming formats and modalities
- Managed the design of five branching narratives and two unique trivia experiences

Headspace — VP, Product Design (2019 - 2021)

I led 20+ designers across Brand, UX Research and Product Design blending brand and product design for a more integrated and brand forward user experience. Alongside enterprise and product partnerships with Snap, Apple, Netflix, Google, and Microsoft, I collaborated with our CCO and VPs of Product and Engineering to develop a new vision and content verticals that would move Headspace and its app "beyond meditation".

- Formalized our initial "Loop" Design System to improve creative excellence and reduce product overhead
- Directed the design of the award winning "Wake Up" experience, driving a ~15% increase in media starts
- Shaped our project lifecycle process from formative research to ideation, validation, and delivery

Kin+Carta (formerly The App Business) — Head of Design (2010 - 2019)

As the founding designer, I grew the design team and its capabilities from me to over 25 UX and Product designers. I spent as much time sweating UI pixels and UX flows as I did sitting in workshops and boardrooms, discussing our client's user needs, technical constraints, product strategy, and business objectives. Covering both B2C and B2B, we created native iOS, Android, and web apps for our clients. These clients included VISA, McLaren F1, Tesco, BP, The Met Office, Ford, Transport for London, and News UK.

- Product and design delivery of a BIMA award-winning transport app and multiple top 5 ranked apps
- Increased a client's revenue by 13% by driving accessibility and native framework adoption
- Led Innovation/Discovery workshops, collaborative client strategy, and co-design sessions
- Design Operations - Sourcing and hiring designers, design tools, design process, frameworks, team culture

Before working in design leadership and management I worked at **MTV** and **Walt Disney** in Creative Production and Product Design roles designing interactive web and TV experiences. Visit my [LinkedIn](#) for more details.