

Iain McConchie

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

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

- Shaping our IX strategy alongside my cross-functional product, production, and engineering peers
- Facilitating Design and Innovation Sprints to explore new interactive streaming formats and modalities
- Hiring and development of the design team - IX team principles, goals, and design skills mapping
- Supporting the development of five branching narratives and two unique polling and trivia experiences

Headspace — VP, Product Design (2019 - 2021)

I led 20+ designers across Brand, UX Research and Product Design. Alongside partnerships with Snap, Apple, Netflix, Google, and Microsoft, our vision to move the Headspace app experience "beyond mediation" was one of the most critical consumer product strategies I worked on. Guided by research studies, rapid prototyping, user testing, and product validation, I collaborated with my cross-functional partners in Product, Content, and Engineering to lead a substantial reimaging of content hierarchy, discovery, and playback that targeted key member intents. Part of the success of this project required improving processes across Design disciplines and our cross-functional collaboration. I achieved this through a series of initiatives:

- Defining our project lifecycle process from formative research to product delivery
- Founding Design Ops to provide efficiencies with hiring, tooling, workflow, design reviews, and delivery
- Updating our Design System to improve accessibility, creative excellence and reduce product overhead
- Deploying a Hypothesis Driven Innovation (HDI) framework across the business to reduce ambiguity, support faster innovation and increase experimentation

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

I spent as much time sweating UI pixels and UX flows as I did in workshops and boardrooms discussing our client's user needs, technical constraints, product strategy, and business objectives. Covering both B2C and B2B, our clients included VISA, McLaren F1, Tesco, BP, The Met Office, B&Q, Transport for London, and News UK. Forming the design team and design capabilities, it grew from me to over 25 UX and Product designers. We worked in Agile sprints, cross-functionally, and across time zones. I was also responsible for:

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

Before working in design leadership and management I worked at **MTV** and **Walt Disney** in Creative Production and Product Design roles designing early immersive web and interactive TV experiences. These would support on-air content, title releases, live shows, and music events. Visit my [LinkedIn](https://www.linkedin.com/in/imcconchie/) for more details on those roles, including awards, recognition, and personal recommendations. Follow me on Twitter [@imcconchie](https://twitter.com/imcconchie) for frequent thoughts and conversations on design.