

Iain McConchie

Senior Design Leader, Director, and People Manager

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An award-winning digital product design leader, I've worked for global businesses, supporting talented UX, UI, Brand and Product Designers to deliver best-in-class products and services. As a visual creative, I encourage teams to play, remix, and look at things sideways - leveraging brand and storytelling to create differentiated product experiences while remaining accessible for all.

ChowNow — Senior Design Director, Product Design (2022 - present)

Currently leading a team of product designers, copywriters and brand creatives who are responsible for elevating the user journey of our diner and restaurant partners. Our mission is to help independent restaurants thrive, and allow them to reclaim the relationship with their diners.

- Led redefinition and alignment of company strategy
- Chair of our executive "brain trust" product reviews
- Introduced Jobs To Be Done (JTBD) framework to exec and working teams
- Developed and integrated our Product principles

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 my cross-functional product, production, and engineering peers
- Facilitated Design Sprints to explore new interactive streaming formats and modalities
- Developed the IX design team - team principles, goals, and design skills mapping
- Oversaw the design and development 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 connecting brand and product experiences together. Alongside enterprise and product partnerships with Snap, Apple, Netflix, Google, and Microsoft, I led design on moving the Headspace app "beyond mediation" with unique content and interaction experiences.

- Shaped our project lifecycle process from formative research to ideation, validation, and delivery
- Collaborated with our CCO and VPs of Product and Engineering on a reimagining of the product experience
- Updated our Design System to improve accessibility, creative excellence, and reduce product overhead
- Leveraged qualitative and quantitative research frameworks to reduce ambiguity and encourage innovation

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 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. They included VISA, McLaren F1, Tesco, BP, The Met Office, Transport for London, and News UK.

- Product and design delivery of a BIMA award-winning transport app and multiple top 5 ranked apps
- Leading 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 interactive web and TV experiences. Visit my [LinkedIn](#) for more details.