Ian Bartlett

Senior Product Designer (UX & Strategy)

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I design clear, human digital products in complex, high-stakes spaces.

With 20+ years in digital and 5+ years leading product design, I turn complex services into journeys people actually complete. I work across public sector, finance, enterprise and B2C, blending UX, systems thinking, accessibility and hands-on prototyping to deliver things that make sense, ship well, and earn trust.

What I'm known for

→ Making journeys people finish
→ Turning complex workflows into clear decisions
→ Scaling experiences without losing the human bit
→ Designing systems teams can actually use and maintain

Skills

Product & Impact

Outcome-led design | Business alignment | Metrics-driven iteration | Adoption and behaviour change | Change management | Stakeholder confidence building

Leadership & Delivery

Design direction | Design leadership | Creative direction | Design quality critique | Stakeholder communication | Workshop facilitation | Mentoring | Design advocacy | Setting standards | Agile teamwork | Design operations

Product & UX Design

UI/UX design | User-centred design | Interaction design | Information architecture | Journey mapping | Wireframing and prototyping | Design systems | Accessibility (WCAG) | Usability testing | Service design | UX writing | Content design | Motion design and interactivity

Strategy & Research

Product strategy | Roadmapping | Feature prioritisation | Design thinking | UX research | Data-driven design | A/B testing | Persona creation

Delivery in Constrained Environments

Shipping in constrained environments | Legacy system design | Working with policy, legal and compliance | Procurement-heavy environments | Public sector delivery

Technical & Collaboration

GenAI-assisted design and prototyping | Designing with engineers, not for them | Prototyping to de-risk builds | Designing for scale and maintainability | Figma | Adobe CC (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro) | Miro | Front-end development (HTML, CSS, JS) | React prototyping | Framer Motion | Tailwind | Salesforce Marketing Cloud (SFMC) | CMS integration | Structured content modelling | Visual Studio Code

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Senior Product Designer | Contract and freelance   Sep 2025–present

Designed high-stakes services for clarity and trust in the public sector

→ Turned fragmented eligibility checks into a single, clear and auditable journey across GOV.UK and Salesforce
→ Mapped multi-role journeys and pressure points, adding inline fixes and confidence scoring so analysts could work faster and feel more confident in their work
→ Tested flows under real workloads, kept what worked, and codified the winners into WCAG-AA patterns ready for rollout across central government and arm's length bodies

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Senior Product Designer | Boston Consulting Group   2020–2025

At BCG's internal design agency, I worked inside client teams to ship fast, support long-term work, and shape product and service strategy. I brought people together across time zones and disciplines to make complex projects clearer, build trust with stakeholders, and balance big-picture thinking with hands-on design.

Highlights include:

Transformed 12 broken B2C email journeys during a 5-month US secondment

→ Unified content, design and code across time zones to deliver real-time personalisation
→ Increased performance with +11% CTR, +28% mobile, and +41% CTO through empathy-led testing and alignment

Drove product strategy and design of personalised onboarding platform
→ Co-created with stakeholders to define 79 personas and simplify complex processes
→ Reduced HR load by 2,000+ hours a year, replacing 45-minute meetings and reaching near-100% adoption
Redesigned an enterprise training registration platform
→ Aligned features to user and business goals through co-creation workshops
→ Increased registrations by +23% YoY and delivered +35% faster sign-ups
Delivered an accessible ticketing system following GOV.UK standards
→ Turned Agile outputs into a clear, intuitive UI with light progress feedback, working within system constraints
→ Led audits, testing and reviews to enable low-friction adoption across local authorities

Designer | Boston Consulting Group   2014–2019

Designed story-led digital experiences and high-stakes proposals across print, web and multimedia, combining UX, motion and data visualisation to make complex ideas clear and engaging. Worked with partners and cross-regional teams to prototype narratives, refine journeys and deliver persuasive work.

Highlights include:
→ Designed and built responsive WordPress microsites with interactive content and video for high-stakes proposals
→ Blended storytelling, navigation and tailored messaging to support major business wins
→ Filmed and edited executive interviews and motion graphics for persuasive narratives
→ Built interactive data visualisations and integrated live data into personalised content

Experience Designer | Bain   2011–2014

Led environmental and digital design projects to improve internal engagement and client experience.

Highlights include:
→ Devised immersive co-creation workshops for clients in finance, pharma and retail/FMCG
→ Designed and ran Partner workshops, turning co-creation into a product offering
→ Delivered eight floors of branded graphics and bespoke glass work at Bain's London HQ
→ Owned internal digital signage from strategy to copy
→ Created digital content across HTML emails, kiosks and internal platforms

Designer | Freelance & Contract Roles   2008–2011

Freelance contracts with PA Consulting, Dunnhumby (Tesco), Lloyds, Anglo American and IHG, delivering digital design, proposals and campaigns, and helping set up in-house teams.

Designer | Earlier Experience   1995–2008

Design and production roles in London and Sydney with clients including Deutsche Bank, Merrill Lynch and SBC Warburg, delivering high-stakes pitch and marketing work with fast turnaround and enterprise standards.

Education

Rotherham College of Art & Technology, Foundation in Art & Design.

Interests

Cycling brings me freedom, running brings me clarity, and both fuel my creativity. I tinker with 3D textiles, explore 3D printing, and experiment with fermentation.