Ian Bartlett

Senior Product Designer

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I design clear, human digital products for complex, high-stakes environments.

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

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

Skills

Product & Impact

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

Strategy & Research

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

Leadership & Delivery

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

Delivery in Constrained Environments

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

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

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 mission-critical compliance-heavy 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 journeys under real workloads, identified effective patterns and codified them into reusable WCAG-AA components ready for rollout across central government and arm's length bodies

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:
Drove product strategy and design of a 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

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
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 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 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.