

David Kinloch

Product Designer | UI/UX | www.davidkinloch.com | dkinloch@gmail.com

Product designer with around 15 years across ecommerce, marketplaces and data-heavy web applications, built on a frontend development background. I use research and A/B testing to find what is hurting conversion, then design, test and ship the fix. Recent impact includes a 38% conversion lift on Artfinder's product detail page.

Experience

UI/UX Product Designer

Artfinder, Online Art Marketplace | 2025 – Present

- Redesigned the product detail page and ran it as a structured A/B test, delivering a 38% uplift in conversion.
- Shipped Stripe Elements with express pay (Apple Pay, Google Pay, Link), increasing overall checkout conversion by 18% and cutting time-to-convert by 42%.
- Partner with the Product Manager to shape and prioritise requirements, securing stakeholder buy-in with qualitative and quantitative data.
- Run research and usability studies, turning findings into designs for web and mobile, owned from concept through engineering, QA and launch.

UI/UX Product Designer

SeatPlan | 2022 – 2025

- Led the visual checkout redesign, increasing desktop conversion by 32% against a 20% target.
- Diagnosed and reversed a failing mobile release: the first version tested at -8%, so I ran moderated user testing, iterated, and lifted mobile conversion by 20.9% with a 15% increase in revenue per sale.
- Built and shipped the design system, cutting design-to-development handoff time by 24% and standardising the UI across web and mobile.

Product Designer

Hunter Boots | 2022

- Designed Click & Collect end to end into the checkout path, reaching 8% adoption in the first six weeks; post-launch data flagged a findability issue (35% of mobile interactions were loading more locations) that scoped the next iteration.
- Scoped, prototyped and shipped the Boot Customisation feature, from discovery to implementation.

UI/UX Designer

Parietti | 2022

- Reduced bounce rate by 20% for a high-end cycling startup through heatmap analysis and reworked user journeys.

Ticketing System UI

Cog Design | 2020 – 2022

- Built the UI for a Spektrix ecommerce ticketing system for charity and cultural clients working to Arts Council budgets.

Education

University of the West of England

BA Sociology & Psychology

2002 – 2005

Research into human behaviour and data analysis.

Skills

Quantitative & qualitative research

Usability testing

Prototyping

A/B testing

Web strategy

Personas & user journeys

Agile delivery

Design systems

Software & Tools

UX

Figma, Sketch, Maze, Hotjar, Convert, Photoshop, Google Analytics

Development

HTML, CSS/SCSS, JavaScript, GitHub, WordPress, Magento, Shopify (Shopify Partner)

Other

Google Workspace, Asana, Slack, Basecamp

References available on request.

Experience cont.

eCommerce UI/UX Designer

Hunter Boots Ltd | 2018 – 2020

- Optimised the mobile checkout, increasing mobile conversion by 15% year on year.
- Used qualitative and quantitative data to surface blockers, then A/B tested and shipped the solutions.

eCommerce UI/UX Consultant

Links of London | 2016 – 2017

- Oversaw the responsive redesign and front-end build, adding ecommerce functionality and interface improvements.

UI/UX Designer & Developer

Grain Creative | 2015 – 2016

- Designed and built custom WordPress themes for education and charity clients, from sitemaps through to front-end delivery.

UI/UX Designer

Bridgelight | 2013 – 2016

- Designed and built the interface for a big-data visualisation web application serving multinational rail-sector clients.
- Redesigned control panels and dashboards and shipped features from internal and client requests.

UI/UX Developer

Kurt Geiger | 2012 – 2013

- Built a bespoke Magento theme, improving UX and reducing page load times.

Earlier roles

Front-end Developer, Red Leader (2011 – 2012). Web Developer, BSKyB (2009 – 2010).