

Ian Knight

Product Designer & Strategist

I've built design functions from scratch, scaled teams through hyper-growth, and shipped features used by tens of thousands of businesses across Europe. I started as a hands-on designer owning mobile apps and core user journeys, grew into leading multi-disciplinary teams of 40+, and have spent the last few years working at the intersection of complex data products, customer journey strategy, and product vision. I'm equally comfortable whiteboarding a product direction with a leadership team and getting into the detail of a complex interaction flow. Having recently returned to Sydney after 10 years working across London and Copenhagen, I'm looking for a role where I can bring that international experience home, leading strategically while staying close to the craft.

Working at the intersection of enterprise data and customer journey strategy, I ship features that help large organisations make sense of complex behavioural data and turn it into clear, actionable insights. I've led integrations with Medallia and built workflows enabling teams to update and manage metrics at scale, reducing friction across data-heavy operational processes. Partnering directly with Sainsbury's, I translated their internal reporting requirements into scalable product decisions, working across design, product, and engineering to align delivery with real business needs. Across all of this I maintain design quality and consistency, ensuring that every touchpoint meets a high standard of craft and cohesion.

Joining as the first full-time design hire, I established the Design team across Product and Brand and set the long-term product vision for the company. I led the design of software for imaging devices used by scientists and researchers, translating highly technical workflows into clear, usable interfaces. I co-created the company's Design System, defining design tokens and a new visual language, then working directly with front-end developers to implement a Storybook component library used across the full platform. Beyond the core product, I also managed external creative partners including freelance motion designers and an architectural agency through the full design of the company's office space.

I joined as the third product designer, owning the employee-facing expense journey and the mobile app end-to-end. Over five years I grew with the company through a series of promotions, eventually leading as a director of the Design and Research function. I helped scale the team from 4 to 40+ people as Pleo grew from 40 to 900+ employees and expanded to 30,000+ business customers across Europe. I helped drive the strategic shift from expense management to a full business spend platform, partnering with product owners to define roadmap priorities and shape long-term direction. I recruited, mentored, and managed designers across multiple teams, building the hiring processes and career frameworks that supported rapid, sustainable growth. Throughout, I remained hands-on with product teams, contributing directly to the user-centred work that supported Pleo's 39% customer growth and 50%+ revenue increase in FY23.

I contributed to the core Flights product during Momondo's backend integration with Kayak following acquisition, ensuring continuity of UX throughout a complex technical migration. Working closely with design and development teams, I helped maintain performance, usability, and customer satisfaction throughout the transition.

I led digital transformation projects for major clients including Lloyds Banking Group, Castrol, and BP, delivering scalable, user-focused solutions with measurable business outcomes. Overseeing cross-functional teams across strategy, design, and delivery, I worked to enhance customer experience and streamline operations at enterprise scale.

Working in close collaboration with Directors, designers, and developers, I delivered strategic UX projects aligned to business goals, leading research initiatives, identifying design opportunities, and creating product vision roadmaps to guide development.

I executed a wide range of user research methods across client engagements, including heuristic evaluations, usability testing, contextual inquiries, diary studies, concept testing, and survey design. I translated findings into actionable design recommendations and prototypes across web and mobile products.

Working in Canon's Australian R&D team, I developed consumer, medical, and commercial concepts for Mixed Reality (AR, VR, XR) and projection interfaces. I created use cases and explored ideas through sketching, storyboarding, and video presentations, producing high-quality materials to support project development and stakeholder communication.

Majoring in Industrial and Interior Design, I developed a strong foundation in user-centred design thinking, digital modelling, and sustainable design practices. The course balanced theoretical grounding with hands-on industry collaborations, giving me an early appreciation for designing with real people and real constraints in mind. A semester abroad at San José State University in 2009 broadened that perspective further, exposing me to new design methodologies and ways of working that shaped how I approach problems to this day.

TheyDo

Staff Product Designer
2025 — Now

Reshape Biotech

Product Design Lead
2024 — 2025

Pleo

Product Design Director
2022 — 2024

Lead Product Designer
2020 — 2022

Senior Product Designer
2018 — 2020

Momondo

Senior Product Designer
2018

Designit

Senior User Experience Designer
2016 — 2018

Tigerspike (Concentrix)

Senior User Experience Designer
2016

Symplit

Senior User Experience Designer
2014 — 2015

CISRA (Canon)

User Experience Designer
2012 — 2014

Bachelor of Design

Queensland University of Technology
2007 — 2010

San Jose State University
2009