

Profile

Scottish Designer living in London interested in UX research, digital services, sales, technology and AI that come together to positively influence the people of tomorrow. Struan believes innovative solutions derive from problem solving, a skill he has developed throughout his academic and professional career. His approach to learning through doing is a philosophy applied within his design, sales and marketing roles, and a positive attribute in any scenario. He is personable and able to establish confident relationships with clients.

Skills

Design: Figma • Adobe Suite • Sketching & Rendering • Graphic Design • Wireframing • Branding • Video Creation / Editing • CAD Software (Rhino) • Digital and physical prototyping

Data and Research: Strategy • User Research • User Testing • Lateral and competitor research • Data analytics

Interpersonal Skills: Team problem Solving • Leadership • Practical skills • Presenting and communicating ideas • Selling concepts

Achievements

2023 BIMA awards winner for Instinctively, a project focused on establishing independence for people living with the early stages of dementia (2x Gold, 1x Bronze for the categories; Trailblazers, Social Good, and Health and Wellbeing)

2023 London Marathon Runner

2022 Alzheimer's Society Accelerator Program winner: Funding and partnership

2015 Gold Duke of Edinburgh award

2014 volunteer at the Glasgow Commonwealth Games

Work Experience

• Else London Experience Architect

Worked with clients such as T.Rowe Price, Gen, and O2 Priority to deliver projects centred around the future of investing, digital security and customer loyalty.

The role of Experience Architect has involved problem solving, research, interviewing and delivering improved customer experiences through both business strategy and design.

With the emergence and rapid adoption of AI and generative design it has been important to keep up to date with the latest technology and trends in order to provide clients with a competitive edge. Applied design thinking, working alongside clients and their internal teams to present and facilitate the implementation of design systems and changes to existing products/services that have increased KPIs.

Worked on an independent passion project, through Else's biweekly R&D program, to create a dementia support system called Instinctively. The service is designed to help people living with dementia to establish and maintain habits providing them with more independence and reducing the burden on carers. After winning a partnership and 80k funding from Alzheimer's Society the service has been designed, developed and tested in live environment with people living with dementia and their carers.

LONDON – SEPTEMBER 2021 (PRESENT)

• Meander Scotland Sales Assistant

Part time sales assistant at Meander Scotland, an outdoor technical clothing brand, in their busy Covent Garden store. Sourced brands to stock in the store, improved client relationships and developed interpersonal skills. If you can tell a story you can sell a product.

LONDON – JULY 2022 (PRESENT)

• Savvy Studio Product Design Intern

Worked in a Spanish-speaking studio in Mexico City to create a range of experimental glass artefacts based on the theme of rock deformation. Used ice as a medium to mould glass, exploring tension and the ever-changing nature of icebergs through the lens of climate change

MEXICO CITY – SUMMER 2019

Education

• Strathclyde University / M.Sc

Artificial Intelligence with Applications

M.Sc Distinction SEP 2020 - SEP 2021

• Glasgow School of Art / B.Des

Product Design

B.Des First-Class Honours SEP 2016 - JUNE 2020