

Paria Kia

Senior Product Designer | UX Strategy, Design Systems & CRO

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Profile

Senior Product Designer with 9+ years of experience leading complex digital work across automotive HMI, financial services, Shopify Plus and consumer apps. I work from discovery and product strategy through interaction design, visual systems, validation and delivery—translating ambiguity into clear, scalable experiences. Strong in cross-functional influence, accessibility and evidence-led optimisation, with the hands-on craft to move between system-level thinking and detailed UI.

Core expertise

Product strategy & discovery	UX research & problem framing	Automotive HMI & connected UX	Enterprise & fintech UX
Interaction design & prototyping	UI design & art direction	Design systems & governance	Accessibility & inclusive design
Shopify Plus & CRO	Analytics & experimentation	Stakeholder facilitation	Design leadership & mentoring

Professional experience

JLR (Jaguar Land Rover) | Senior UX Designer - Contract | Sep 2025 - Present | UK

- Leading UX for Unified Memory, bringing seat, mirror, steering-wheel and display preferences into one coherent driver-personalisation model across physical and digital touchpoints.
- Reframed an interface brief as an ecosystem challenge through competitor HMI analysis, end-to-end journeys, interaction principles, wireframes and high-fidelity concepts.
- Partnering with product, engineering and stakeholders to clarify save and recall behaviour, improve first-time setup and reduce uncertainty for drivers and retailer support teams.

Marex | Digital Designer - Contract | Mar 2025 - Aug 2025 | UK

- Redesigned the information architecture and priority journeys across a complex global financial-services ecosystem, aligning business, brand, content, SEO and user needs.
- Extended the NEON design system for responsive web and CMS use, creating accessible, reusable components that improved consistency and scalability across division sites.
- Collaborated across design, development, marketing and content, using sitemaps, flows and prototypes to make strategic decisions visible and actionable.

Independent Product Design Consultant | Senior Product & UX Designer | 2021 - Present | Global

- Delivering product strategy, UX/UI, design systems and CRO for B2B, B2C, DTC and SaaS clients across the UK, Germany, Dubai, Canada, Hong Kong and the USA.
- Selected work includes RAINS, Gitti, REN Skincare, Holland Cooper, ZOEVA, Maje, Wild, V Jewellery, Aston University and a confidential Dubai ultra-luxury fragrance startup.
- Co-founded and led product design for Aruma, taking a bilingual wellbeing subscription app from proposition and UX strategy through UI, content, developer collaboration, testing and launch.
- Directed brand identity, design systems, photography and video for luxury ecommerce; designed visual product sizing, gifting and personalised engraving journeys.

Professional experience — continued

Beeclever / Hyghstreet | Senior UI/UX Designer | 2022 - 2024 | Germany

- Worked across ecommerce websites and apps, embedding design within established engineering squads and adapting methods to different clients, budgets and product maturity.
- Used research, behavioural evidence and conversion principles to improve product discovery, product-detail journeys and customer experience.
- Selected projects included Gitti, Cupper Teas, The Dark Tenor, Shape Republic, Junglück, Little Lunch, ZOEVA, Honest Catch, Ljubav and Jokolade.

Lotus | Senior UI/UX Designer | 5-month contract | London / Amsterdam

- Transitioned design work from an external agency into the internal team, improving collaboration, ownership and continuity across delivery.
- Developed a cohesive design system for the Lotus digital brand and used qualitative and quantitative evidence to improve components and journeys.
- Led cross-functional Agile collaboration, research and experiment-led optimisation, while embedding accessibility within design decisions.

Accenture | UX Architect | 2019 - 2022 | Birmingham / London

- Designed and improved JLR digital experiences using qualitative and quantitative insight to simplify complex customer journeys and support engagement.
- Produced and presented user flows, wireframes and prototypes from low to high fidelity, aligning stakeholders across business, design and engineering.
- Led UX design for key areas of the JLR vehicle configurator, translating complex vehicle choices into a clearer digital experience.

Eastside Co | UI/UX Designer, progressing to Senior | 2017 - 2019 | Birmingham

- Created conversion-focused Shopify Plus experiences across fashion, beauty, wellness and consumer brands, balancing brand expression with ecommerce usability.
- Designed responsive journeys for brands including RAINS, Nike, REN Skincare, Vitality and Absolute Collagen, working closely with strategy and development teams.

Ballyhoo | UI/UX Designer | 2017 - 2018 | Birmingham

- Led website and digital-platform design from concept to delivery for clients across varied sectors, including Steps2Sport, Discount Fire Supplies and Rangemaster.

Education

BA (Hons) Graphic & Media Design | University of the Arts London (UAL) | 2016

Tools & methods

Figma · Adobe Creative Suite · Sketch · Google Analytics · Contentsquare · FigJam · Prototyping · Usability testing · A/B testing · Journey mapping · Design systems · WCAG 2.2-informed design · Agile delivery · AI-assisted workflows

Additional

Full UK work rights · Based in Birmingham with regular access to London · Available for senior product-design roles, contracts and selected consultancy engagements