Duncan Buchanan-Mac-Donald

Experience and Product Design

Glasgow, UK

Portfolio link

Portfolio file

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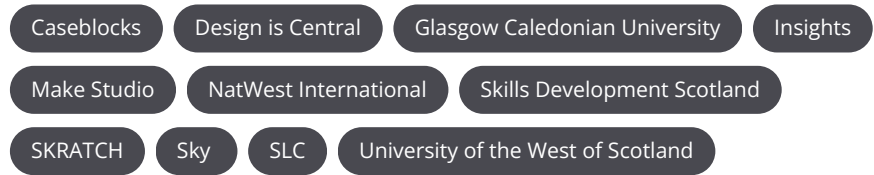
Links

Website   LinkedIn

Languages

English (Native)

About

Hi. I'm Duncan Buchanan-MacDonald, a multi-disciplinary, Scotland based designer and artist focussed on experience and product design.

BRANDS WORKED WITH

Caseblocks   Design is Central   Glasgow Caledonian University   Insights

Make Studio   NatWest International   Skills Development Scotland

SKRATCH   Sky   SLC   University of the West of Scotland

Experience

Head of Research & Design

Insights | Feb 2022 - Oct 2022

Responsible for a cross-functional R&D department covering User Research, Product Management, Service Design, Product Design and Visual Design. I represented R&D within Insights' senior leadership group, and coached and led the R&D senior management team across a department of 30+ specialists within the Customer and Digital function. Role Highlights
•Creation of a dedicated DesignOps function and company-wide alignment of operations teams.
•Establishing a dedicated User Research function within R&D focussed on accessibility and Service Development.
•Developing role structures and career development pathways for lead practitioners and Individual Contributors alongside management and leadership pathways.
•Establishing cross-functional strategic alignment and joint planning practices between Design, Sales, Change and Product functions.

Principal Design Manager

Insights | Dec 2019 - Feb 2022

After initially joining Insights as a Change Consultant advising on a future Design function, I took on the Principal role and oversaw the establishment and development of Service Design, Product Design and Visual Design teams. Role Highlights
•Establishing and embedding User Centred Design and UX practices within the newly formed R&D department and across Insights.
•Improving internal sales and product documentation enabling customer facing colleagues to reduce lead times on minor client requests from 14 days to one hour, leading to an increase in customer NPS from -40 to 70+ in one quarter.
•Introducing and establishing UX Design practices within Technology and Product Development teams.
•Developing joint delivery strategies between Product Operations, Design Operations and Sales Operations teams.
•Scaling Design and UX capability from a single team of 2, to 18 practitioners across 3 teams within a fast-paced change and transformation programme.

Lead Service Design Consultant

NatWest International | Apr 2016 - Sep 2019

Role Highlights
•Contributing to the establishment of habitual, research-led design practices which were adopted across NatWest/RBS.
•Training and coaching design managers and product managers in practical User Centred Design methods.
•Leading design of major feature releases throughout 2018 into 2019 including improvements to transaction history and display, fraud and scam reporting, and multi-factor authentication, that led to a 20% increase in active users (1.6 million new users). Awarded 'Best Banking App' at British Banking Awards in both 2018 and 2019.

Lead UX Consultant

Sky | Aug 2015 - Apr 2016

Role Highlights
•Leading UX design on Sky Mobile back ofice, developing omni-channel Sales and Customer Support solutions, including CRM, Case Management and dialer routing processes.
•Introducing usability improvements that reduced time required for software onboarding and training from 4 weeks to 45 minutes.
•Introducing process improvements and optimised features that reduced average call handling time on new sales from 23 minutes to 7 minutes across 10,000 Sales Agents. Pre 2015

Head of UX

Caseblocks | May 2014 - Jun 2015

Led UX at BPM / Case management startup Caseblocks.

Design Manager

Skills Development Scotland | Sep 2013 - Apr 2014

Led UX and Service Design teams on the development of Scotland's Modern Apprenticeships framework and associated omni channel services.

Teaching Lecturer

Glasgow Caledonian University | Oct 2012 - Aug 2022

BsC/MsC, Digital Design

Lead UX Consultant

SLC | Oct 2012 - Sep 2013

Responsible for all public facing SLC websites and digital services, aligned with colleagues in the broader Government Digital Service.

Lecturer

University of the West of Scotland | Jun 2010 - Jun 2012

MA, Creative Media Practice

Co-Founder / Director

Make Studio | Mar 2009 - Sep 2012

Co-Founder and Director of multi-disciplinary design practice Make Studio, featured in Channel 4 and Creative Scotland's 'this is central station'.

Senior Designer

Design is Central | Mar 2006 - Feb 2009

Senior Digital Designer at multi award winning design and technology studio Design is Central. Scottish Design Awards 2007, 2008.

Freelance Designer and Illustrator

| Oct 2004 - Mar 2006

Represented by YCN London and AOI.

Junior Designer

SKRATCH | Oct 2003 - Oct 2004

Graduate placement - Locofoco Aug - Oct 2003