

Drew Neillie

Product Designer

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About me

Product designer with seven years at Europe's largest independent car retailer, designing customer-facing products and internal business tools. Led the company's first customer app from concept to 1.6m downloads and owned Deal Builder, supporting 400,000+ deals a year. I use research and real-world testing to challenge assumptions early, and AI tools to prototype ideas and build working experiences, including my portfolio site.

Experience

Arnold Clark - Digital Product Designer

May 2019 - Jun 2026

- Owned design and continuous improvement of Deal Builder, covering vehicle selection, part-exchange valuation and finance application. Supported 400,000+ deals annually, with around 80,000 converting into vehicle sales.
 - Led the design of Arnold Clark's first customer app from concept through launch and ongoing development. Brought car ownership services into one place, reaching 1.6m downloads and approximately 275,000 monthly active users.
 - Led the design of a workshop inspection app, replacing paper-based processes across all 200+ Arnold Clark workshops for over 2,000 technicians.
 - Designed online work approval, enabling customers to review costs and approve or decline repairs without a phone call, with decisions sent directly to technicians. Annual approved-work revenue increased by 10% year-on-year from £30m to £33m after moving online.
 - Led the integration of identity verification into the finance application journey under mandatory compliance requirements and a fixed deadline, speeding up lender approval and removing customer complaints about verification. Designed a staff review tool to resolve failed checks faster.
 - Planned and ran user research across customer and colleague products, using on-site observation, interviews, usability testing and analytics to shape design decisions. This included resequencing a technician inspection flow after prototype testing showed it conflicted with their working order.
 - Created and owned Arnold Clark's first UX-writing guidance, incorporating input from marketing, product and design colleagues to establish a shared tone of voice. Mentored eight designers through workshops, practical guidance and copy reviews, equipping them to make writing decisions independently.
 - Maintained and championed a shared design system, promoting reusable components and consistency across products. Collaborated with designers and front-end engineers to evolve components and keep Figma and implementation aligned.
 - Explored AI-assisted prototyping to test design ideas early, and built my portfolio site entirely with AI tools.
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Previous experience

Project Manager | Renfrewshire Council

2009 - 2018

Managed projects within the council's Welfare Reform programme, helping mitigate the impact on Renfrewshire residents and supporting implementation of the changes. Also managed projects supporting Renfrewshire's UK City of Culture bid.

Training

Software Development | CodeClan

2018 - 2019

Completed a software development training programme as part of a career change into digital product design.

Skills

Research: User interviews, on-site observation, usability testing, surveys and product analytics.

Design: Interaction and interface design, user journeys, prototyping, design systems and UX writing.

Tools: Figma, Jira, Codex and Claude Code.