

# Lily Brennan

UX Designer



## PROFILE

UX designer with four years of experience working on products used by millions of people. Currently designing the mobile banking experience at a challenger bank with 2.3 million UK customers. I do a lot of user research – prototypes should come from evidence, not assumptions.

## EDUCATION

### BA (Hons) in Design

Goldsmiths, University of London, London

Sep 2017 – Jun 2020

## SKILLS

- Figma & FigJam
- User Research & Usability Testing
- Prototyping (high & low fidelity)
- Design Systems
- Information Architecture
- Accessibility (WCAG 2.1 AA)
- Miro & journey mapping
- HTML & CSS (basic prototyping)
- Amplitude & Hotjar
- Workshop Facilitation

## LANGUAGES

- English (native)
- Spanish (intermediate)

## REFERENCES

### Alex Sherwood

Head of Design, Monzo

alex.sherwood@monzo.com, +44 7700 900 561

### Meera Patel

Lead Product Designer, Babylon Health

meera.patel@babylonhealth.com, +44 7700 900 672

## CONTACT

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## EXPERIENCE

### UX Designer, Monzo, London

Jan 2023 – Present

Design the savings and budgeting features within the Monzo mobile app.

- Redesigned the savings pots flow – pot creation increased by **41%** and average monthly deposit rose from £82 to £127
- Ran **22 usability studies** over 12 months, recruiting from Monzo's 2.3 million UK user base
- Created a budgeting insights feature based on spending data – **340,000 users** opted in during the first month
- Work closely with 4 engineers and a product manager in a squad, shipping fortnightly

### Junior UX Designer, Babylon Health, London

Jun 2021 – Dec 2022

Designed patient-facing features for the digital health app used by NHS and private patients.

- Redesigned the GP appointment booking flow – reduced booking abandonment by **29%**
- Conducted **18 user interviews** with NHS patients aged 55+ to improve accessibility of the symptom checker
- Built and maintained a Figma design system with **140+ components** used across 3 product squads

### UX Design Intern, BBC, London

Sep 2020 – Mar 2021

Six-month placement on the BBC Sounds design team.

- Designed podcast episode page layouts – A/B tested across **800,000 sessions**, winning variant increased play rate by 7%
- Created user journey maps for 4 listener personas based on analytics data and qualitative research

## CERTIFICATIONS

### Google UX Design Professional Certificate, Google (via Coursera)

Mar 2021

### Nielsen Norman Group UX Certification, Nielsen Norman Group

Jun 2023

## PROJECTS

### Savings Pots Redesign – Monzo

Apr 2023 – Oct 2023

Complete redesign of the savings pot creation and management experience.

- Interviewed **16 users** to understand how people think about saving – found most users wanted goal-based framing rather than generic pots
- Shipped a goal-setting feature that increased pot creation by **41%**
- Average monthly deposit per pot rose from **£82 to £127** after launch

### NHS Symptom Checker Accessibility – Babylon Health

Jan 2022 – Sep 2022

Led a project to make the symptom checker more usable for older adults and people with lower digital confidence.

- Conducted **18 interviews** with NHS patients aged 55-78 in their homes
- Redesigned input controls, increased font sizes, and simplified the question flow from 14 steps to 9
- Task completion rate for the 55+ cohort improved from **54% to 81%**

## EXTRA CURRICULAR ACTIVITY

### Volunteer – Good Things Foundation

Jun 2023

Help run digital skills workshops for older adults in community centres across South London. Teach people how to use apps, manage passwords, and stay safe online.

### Writer – UX Collective (Medium)

Mar 2022

Write about UX research methods and mobile design. Published 8 articles with a combined 42,000 reads. Most popular piece was on reducing cognitive load in financial apps.