

**Konnaire Scannell**  
Design Manager

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# Résumé.

## Lingumi

**Design Manager:** June 2020 - Present

I'm currently leading an experienced team of Product Designers, Illustrators and Animators, and Games Designers, with a responsibility for end-to-end experience and interaction design that's delightful and accessible to an audience of both toddlers and their grown-ups 🧒🧒🧒

As a start-up in a fast growth stage, I have guided both the high-level design strategy at Lingumi, but also mentored on and helped shape our approach to user research; setting up processes for sharing results and building quickly on our learnings to meet Lingumi's pre-Series B objectives 📦

As a rapidly-growing start-up, Lingumi was in desperate need of a unified approach to brand, product, interaction and experience design. I led an overhaul of our design language to make it accessible and inclusive to all audiences, facilitating a 'Brand Steering team' of other department heads to ship a total overhaul of the brand. Over ~4 months, I oversaw building a full Brand Identity system as well as accompanying Design Component Library and Games Design Library, allowing our designers, product managers and developers to test and build more robust releases efficiently 🙌

Whilst helping grow the design team across three countries with wildly different market needs, I have helped shape behavioural and skills bands at a company-wide level to then map to the current layout of the design chapter and implement growth and development plans for all members of my team 📈

## EF Education First

**Senior Product Designer:** August 2018 - May 2020

At EF I built neat in-class digital tools across iOS and web platforms 📱 🖥️

I led cross-functional squads by finding opportunity areas with research – both qualitative and analytical. I helped define the experience, test, test and test some more, and then created pixel-perfect interfaces and slick experiences for our users, some of which helped increase our North Star metric by up to 29% 📈

During my time at EF I led my team to a new research process that not only ensures we captured and analysed things both project-centric, but also in a way that feeds into a wider bank of data that we can use whenever we might need it in the future 📊

My role saw me help to train juniors, taking them from a complete beginner to contributing their first components to our design library, and shipping their first small feature improvement with developers 🧑🏫

## Super Being

**Product Designer:** February 2016 - August 2018

At Super Being, I created new products and made existing ones more user-friendly across Android, iOS and web platforms, with a strong focus on accessibility and design systems. As design lead on

Super Being (cont.)

all of my projects, my role saw me guiding clients through product iterations and making informed decisions for their users' needs 📄

Clients of mine at Super Being included Breast Cancer Care, Oxfam, The Brilliant Club, Sporting Memories Foundation, George the Poet, NSPCC, CAST, and NCVO.

## Routemap

**Product Designer:** September 2014 - December 2016

Routemap helped university applicants discover the courses they were best suited to by showcasing example content and matching their soft skills to better-suited courses. As Lead Designer, I tested and implemented best practices for online learning and evaluation, and researched delivery methods with the help of several Russell Group universities, as well as being in charge of the brand 🌈

## GoCardless

**Business Development:** 2014

I worked alongside the early business development team at GoCardless, helping foster relationships and schedule meetings between GC founders and charities.

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## Cover letter.

I am a Senior Product Designer/Design Manager with over 7 years' of experience. To keep this brief, here are some projects that I'm particularly proud of:

- Working with Breast Cancer Care to democratise after-care information for the mental and physical wellbeing of breast cancer survivors. Case study: <http://konnai.re/breast-cancer-care>
- Designing a new 'shop front' for our online teaching tool at EF Class, making sure teachers completed their first step of our core loop to and got to their first 'aha!' moment quickly. Case study: <http://konnai.re/efc-discover>
- Leading the team at EF Class to a new UX research process that not only ensures we capture and analyse information in a project-centric way, but also in a way that is fed into a wider bank of data that can uncover hidden opportunities and issues. Process write-up: <http://konnai.re/efc-research-process>
- Leading a squad with the above UX research methodology to a solution that brought our North Star metric up from a tiny 1.1% to 29% within a 6 month window. Case study: <http://konnai.re/efc-teaching-options>
- Leading another squad to work on teacher and student retention within our online learning application with amazing results. Case study: <http://konnai.re/efc-quick-start>

I have also worked on some super wholesome projects for other charities and not-for-profits in the UK, which you can read about on my portfolio: <http://konnai.re/folio>

I love nothing more than attending design/product meet-ups and engaging in community conversation to absorb and challenge as much as I can. We are all fallible and imperfect. We were not born with this knowledge, and we always need to find areas to improve. I believe we should always be pushing hard to get better.

Hope we can speak soon! 🙌