

# Résumé.

**Konnaire Scannell**  
Design Leadership

<https://konnai.re>

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## LendInvest

Lead Product Designer: April 2024 - present

*Prev: Senior Product Designer: October 2021 - March 2024*

At LendInvest I am making specialist mortgages – and the tech that supports them – more accessible.

## Lingumi

Design Manager: June 2020 - September 2021

At Lingumi I led a team of product designers, illustrators, and games designers, with a responsibility for the end-to-end experience across an audience of both toddlers and their grown-ups.

My role saw guiding the design strategy, shaping the approach to user research, and setting up processes to meet Lingumi's Series B objectives.

While at Lingumi I led an overhaul of our brand to make it accessible and inclusive to all audiences, building a full Brand Identity system as well as accompanying Design Component Library and Games Design Library, allowing our tech team to test and build consistently.

## EF Education First

Senior Product Designer: August 2018 - May 2020

At EF Class I built digital tools across iOS and web platforms. I helped define the experience, test, and then created pixel-perfect interfaces, 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 processes that not only ensured we analysed things both project-centric, but also in a way that fed into a wider bank of data agnostic of projects.

## Super Being

Product Designer: February 2016 - August 2018

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

## **Routemap**

Product Designer: September 2014 - December 2016

Routemap was an experimental company whose intention was to help university applicants discover the courses they were best suited to by showcasing example content and examining their soft skills. I tested and implemented best practices for online learning and examination, and researched delivery methods with the help of several Russell Group universities.

## **GoCardless**

Business Development: 2014

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

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# Cover letter.

I am a design leader with over a decade of experience, having built language learning experiences for toddlers, in-class digital tools for teenagers, and products for some of the UK's leading charities and not-for-profits.

To keep this brief, here are some projects that I'm particularly proud of:

- Increasing the MAU by 61% while reducing inbound call traffic by 55% for one of the UK's leading FinTechs. Case study: [konnai.re/mortgages-portal](https://konnai.re/mortgages-portal)
- Working with Breast Cancer Care to democratise after-care information for the mental and physical wellbeing of breast cancer survivors. Case study: [konnai.re/breast-cancer-care](https://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: [konnai.re/efc-discover](https://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: [konnai.re/efc-research-process](https://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: [konnai.re/efc-teaching-options](https://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: [konnai.re/efc-quick-start](https://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: [konnai.re/work](https://konnai.re/work)