

Oona O'Brien

SERVICE DESIGNER - DESIGN RESEARCHER

Senior service designer & design researcher with 5+ years of experience designing user-centric products and services in finance, insurance, and telecom.

Skilled in customer lifecycle management, journey optimization, and data analysis, with expertise in user research, testing, wireframing, and prototyping.

Experience

2025 - present **Senior design researcher - LLOYDS BANKING GROUP** Edinburgh, Scotland

- Led end-to-end research, shaping pension and investment platforms for 10M+ users, including the transition of 43,000+ schemes to a unified digital hub.
- Standardised research practices across lifecycle stages, improving reporting consistency and alignment with product, design, and engineering teams.
- Mapped complex user journeys and facilitated cross-functional collaboration, influencing quarterly planning and high-impact opportunity prioritisation.
- Applied ethnographic methods in sensitive areas and delivered 70+ interviews and workshops with customers and stakeholders.
- Mentor and coach to junior designers.

2024 **Service designer - INTACT INSURANCE** Montréal, Canada

Conducted an end-to-end project to optimise the auto claims communication journey.

- Mapped the current state.
- Facilitated 4 stakeholder workshops & ran 4 bilingual co-creation sessions in French and English.
- Conducted 20+ user interviews.

Led a research pilot to adapt insurance products for newcomers in Canada.

- Conducted competitive benchmarking, surveys, and user interviews.
- Identified service gaps.
- Presented findings and recommendations to senior leadership.

2022 – 2023 **UX designer and researcher - SENSITY** Cologne, Germany

Delivered UX research and designs for a range of clients, including Deutsche Telekom and ABB.

- Collaborated with multidisciplinary teams.
- Led user research and testing & conducted competitor analysis.
- Created wireframes and prototypes.

2019 – 2022 **Visual designer - DÉCORS FINS** Rabat, Morocco

Led end-to-end product development and managed clients as the sole in-house designer.

- Conducted competitive analysis and delivered end-to-end development of new seasonal products.
- Designed for digital and print media and developed social media strategy.

Volunteering & Projects

2022 - present

Audiovisual team lead - SDN

Photo and video coverage, including post-event delivery.

2024

Conference Speaker - SDGC 24

Talk subject: Cultivating Cultural Impact: Crafting Services for Scalable Success.

Impact

North star workplace hub

Led the North Star project to unify the company's workplace platforms into a centralised hub.

- Transitioned from costly legacy platforms to scalable, modular systems serving 3M+ members.
- Boost scheme retention while lowering platform maintenance costs.

Contribution journey optimisation

- Redesigned the contributions-upload platform for payroll managers, supporting 19,900+ monthly logins and 15,500+ payment uploads across legacy systems.
- Achieved a 90% reduction in user errors during the data upload journey.

Investment feature overhaul

- Improved investment tracking feature for increased transparency & usability across app and web.
- Delivered platform enhancements for 3.8M migrated customers and 586K+ active app users.

Methods

End-to-end experience design

Proven ability to create and embed experience design methods and frameworks from discovery to delivery, including personas, journey maps, and service blueprints.

Strategic research implementation

Proficient in managing quant & qual research processes and implementing design strategies that meet business goals while enhancing the end-user experience across physical and digital touchpoints.

Stakeholder partnership & engagement

Experienced in securing stakeholder buy-in through impactful storytelling with various levels of management, including senior executives and industry partners.

Customer lifecycle management

Well-versed in creating and shaping customer journeys with a user-centric mindset.

Business & data-driven decision making

Skilled at aligning business needs with data analytics and testing to measure & optimize design impact.

Education

2020 - 2025

Glasgow School of Art

Masters in Service Design (MEDes)

2016 - 2019

Duperré, Paris

Bachelors in Visual Communication.

Skills

- Figma/Miro
- Adobe Suite
- Excel/Airtable
- They Do/Smapply
- Photography
- Videography

Languages

French English