

SENIOR UX/UI DESIGNER

Lily Biglari

📍 London, UK

🎓 Education

Team Leader or Supervisor Level 3

IfATE - Apprenticeship

2023 - 2024 | Distinction

Leadership apprenticeship with an end-point assessment.

UX Design Programme

CareerFoundry - Course & Certificate

2020 - 2021

200+ hours of assessed work covering user-centred UX and UI Design.

Environment, Politics & Development

SOAS, University of London - MA

2017 - 2018 | Merit

Politics & International Relations

University of Manchester - BSocSc

2014 - 2017 | 1st

⚙️ Skills

UX & Product Design

User Research & Testing · Information Architecture · Interaction Design · Wireframing & Prototyping · Design Systems · UX Copywriting

Strategy & Delivery

Workshop Facilitation · Stakeholder Management · Product Thinking · Usability Testing · Cross-functional Collaboration

🛠️ Tools

Design & Prototyping

Figma · Framer · Adobe XD

Research & Collaboration

Miro · Airtable · UsabilityHub · BallparkHQ · UserTesting

AI-assisted Design & Development

Claude · ChatGPT · Figma Make

✉️ lilybiglari@gmail.com

☎️ +447525747299

🌐 lilybiglari.co.uk

Senior UX/UI Designer with experience tackling complex digital products across utilities, healthcare and AI. I enjoy getting to grips with unfamiliar challenges, turning research into intuitive experiences and creating scalable design systems that help teams work more consistently. Comfortable owning projects end to end, collaborating across disciplines and experimenting with new ways of working.

📁 Experience

Senior UX Designer

Gentrack | January 2022 - Present

- Reduced research access time by 18x through a scalable insight repository.
- Led end-to-end design across complex B2B products.
- Translated user research into product decisions that simplified complex workflows and improved operational efficiency.
- Facilitated workshops to align cross-functional teams.
- Integrated AI into the design workflow to accelerate exploration, documentation and stakeholder validation.
- Designed AI-native workflows for building, testing and managing AI agents, including human-in-the-loop approvals and collaborative AI experiences.
- Built and scaled a company-wide design system, improving consistency and delivery efficiency.
- Mentored designers and helped establish design best practices across the organisation.

Senior UX Designer (Freelance)

TBC Healthcare | January 2025 - Present

- Designed a mobile-first experience to remove key barriers to patient engagement.
- Addressed usability issues impacting over 50% of users through a full portal redesign.
- Simplified navigation and content structure to improve usability and clarity.
- Set up UAT system in Airtable to improve testing and release confidence.
- Built a centralised resource library, consolidating fragmented content and improving access for patients and internal teams.
- Ran focus groups and iterative testing to refine the experience.
- Created demo and onboarding videos to support user adoption.
- Collaborated with cross-functional stakeholders to align on priorities and deliver outcomes.

HR & Communications Officer

TBC Healthcare | June 2020 - May 2021

- Digitised HR workflows by implementing new software, reducing departmental budget by 42% and reallocating resources to clinical staffing.
- Conducted user research and designed initial user flows and wireframes for a mobile application.
- Project managed the production of patient-facing content, including exercise video series for individuals with complex health conditions.