

Lily McCarthy

SENIOR PRODUCT DESIGNER

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EXPERIENCE

Lab49, London UK 2021 - Present

Senior Product Designer

Lab49 is a financial technology consultancy serving global investment banks, trading firms, and financial institutions. Worked across capital markets, FX, and front-office workflows.

FX Client Portal 2025 - present

End-to-end design ownership across regulated payment workflows used by the clients of institutional banks. Working alongside 2 designers, 2 PMs, and 3 engineering pods of 4-5.

- Built a coded prototype with 7 user-testing tasks in 2 weeks (vs. an estimated 8-10 weeks in Figma), enabling user testing without delaying the planned Q3 go-live. Designed and coded an analytics tool to capture click, hover, and behavioural data.
- Presented design work in two executive leadership reviews and to the CTO of the client's Markets Division.

Enterprise CRM platform 2023 - 2024

End-to-end design ownership for a Salesforce-based CRM platform used by client-facing teams at a tier-1 investment bank.

- Designed an integrated platform that gave relationship managers a single source of truth for client intelligence: historical interactions, interests, contact details, and notes — addressing each of the workflow fragmentations identified in research while delivering MVP scope.

Trading application 2022 - 2023

End-to-end design ownership for a front-office application enabling sales traders to create indications of interest (IOIs) at a tier-1 bank.

- Before: traders received suggested IOIs in a spreadsheet, viewed historical data on a separate dashboard, and manually copy-pasted into the OMS. Start-of-day 30-60 minutes and introduced errors.
- After: a single application surfaced suggested IOIs, data analytics, and direct IOI creation. The same task took minutes — freeing traders to focus on client relationships rather than copy-pasting.

LEADERSHIP

Lab49, London UK 2022 (6 months)

Design Ops Manager

Ran design operations for a 24-person design team across three continents. Worked alongside design leadership to elevate the designer experience and grow the practice.

- Redesigned the global design hiring process, codifying the interviewer perspective and improving candidate experience.
- Created a mentorship programme matching practitioners with skill gaps to those with relevant expertise.
- Supported the discovery of new design service offerings including a usability assessment, a white-labelled DS, and a research panel offering.

PROFILE

I have seven years experience in financial services and a background in psychology and behavioral economics. Senior product designer on complex, regulated B2B and B2B2C products. I am most excited by design problems where human behaviour, not just user interface, is the real challenge.

WHAT I BRING

A behavioural lens.

A psychology and behavioural economics background that shapes how I approach every design challenge.

Comfort with complexity.

Years on dense, regulated, high-stakes products. The harder craft is making complexity legible.

Resourceful problem solving.

When standard prototyping wouldn't work on the FX product, I built a coded one that did.

SKILLS

Design

Product design · Interaction design · Information architecture · Design systems · Prototyping · Coded prototyping · Design ops

Research

User research · Usability testing · Behavioural research · Stakeholder interviews

Domain

Institutional fintech · Foreign exchange · Trading workflows · CRM and client management · Regulated products

EARLIER EXPERIENCE

ION Group, New York, NY

2019 - 2021

Leadership Development Programme — Rotational Analyst

Three six-month rotations across ION's core capabilities: UX/UI Design Analyst (which led directly to my placement at Lab49), Sales Analyst, and Client Services Analyst — including an onsite implementation at a global chemical company in Texas.

FactSet Systems, Boston, MA

2018 (3 months)

Consulting intern

Rotated through business development, sales implementation, and analytics. Delivered product demos, a mock investment portfolio, and an M&A presentation as part of the rotation.

The Character Lab, Philadelphia, PA

2017 (3 months)

Design Research Intern

Used design thinking and human-centred design to study high-school student motivation for standardised tests. Designed and ran an intervention to help students become more motivated to study — work that has shaped my interest in behavioural design ever since.

SIDE PROJECT

EdTech Startup — Onboarding redesign for AI SAT tutor

2025

An interview design exercise for an ed-tech startup. Redesigned the onboarding and study-planning experience to apply self-determination theory: students set their own goals using a SMART framework, then received tailored study plans broken into manageable tasks. The work led to an offer of a UX consultant contractor role.

TOOLS

Figma · Figma Make · VS Code · MDX · Notion

EDUCATION

Johns Hopkins University
BA, Psychology and Economics
(Double Major)

Nielson Norman Group
UX Certificate · 2021