Colin Brennan

Senior Product Designer

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Professional Summary

I'm a Product Design Outcome Lead at Amdocs, where I work with customers and engineers to make complex billing easier to use. I've worked in design for 13 years, starting in brand and digital before moving into product. I also use AI to prototype ideas and build tools that cut manual work.

Experience

Amdocs

Product Design Outcome Lead · 2026 - Present
Product Designer · 2022 - 2025

- Served as Amdocs' lead UX designer on the team redesigning T-Mobile's digital and PDF bills. Worked with bill architects and engineers from design through implementation and QA.
- Designed and built Template Studio to convert Figma bill designs into template code, live-area HTML and assets, with estimated savings of two months or more in bill production.
- Led design delivery for Hotwire Communications' first digital bill.
- Took over as lead designer for MarketOne's enterprise partner platform.
- Prototyped a billing demo with an AI assistant and contributed to three AI demos presented at Mobile World Congress. Used AI to build internal tools adopted beyond the design team.

Traction

Lead Designer, UI/UX, Digital and Brand · 2020 - 2022 (Contract)

- Led design and client relationships for FBD, Zoetis and The Irish Farmers Journal across web platforms, campaigns and brand systems.

Longplay

Designer, UI/UX, Email and Lifecycle · 2020 - 2022 (Contract)

- Built and tested automated email journeys for a wide range of e-commerce brands, including Dr. Squatch and Groove Life. Those journeys generated millions in revenue.

OLIVER Agency

Designer, Brand and Marketing · 2020 - 2022 (Contract)

- Applied Bank of Ireland's new identity to touchpoints reaching 2M+ customers. Delivered digital and print campaigns for Bank of Ireland, Britvic and PepsiCo.

ColinBCreative

Designer and Creative Consultant · 2020 - 2022 (Independent, concurrent)

- Managed client work from strategy to delivery across brand identities, websites and campaigns.

Clear Designs

Studio Manager · 2016 - 2020
Designer · 2013 - 2016

- Ran studio operations, led web and brand projects, managed client relationships and mentored designers as the agency grew through to acquisition.

Citizens Information Board

Designer (Video & Print) · Feb 2012 - May 2012

- Produced staff training videos and designed print materials for internal communications.

Education

Technological University Dublin

Bachelor's Degree, Creative Digital Media · 2009 - 2012

Skills

Product design and UX, research synthesis, interaction design, accessibility, cross-functional collaboration, engineering handoff, design QA, AI-assisted prototyping and development, Figma