

# THOM SHEVA

## Head of User Experience

### Summary

UX professional with **15 years of experience** designing user-centric products across **web, mobile, and desktop**. Proven track record of driving **user engagement** and **business growth**. Skilled in leading teams and utilizing **agile/lean** methodologies. Adept at leveraging **user research** and **analytics** to inform design strategy and improve **customer satisfaction**.

### Experience

#### Head of UX @ Wizeclub Education

2021 - Present / Canada, Remote

- Redesigned the online education platform, resulting in a **75% increase in user engagement** and a **40% boost in course completion rates**.
- Streamlined onboarding, cutting average time by **60%**.
- Directed a cross-functional team of 7, improving collaboration and project delivery speed by **50%**.
- Established user feedback loops and integrated analytics, driving a **70% increase in feature adoption rates**.

#### Head of Design @ C6mon Agency

2019 - 2021 / London, United Kingdom

- Optimized media funnels for clients' Kickstarter campaigns, achieving **200%-450% of funding goals**.
- Supervised a cross-functional team of 5, improving delivery speed by **50%**.
- Developed creative direction for client projects, increasing engagement metrics by **25%**.
- Implemented a design review process that reduced revision cycles by **50%**.

#### Head of Product Design @ Kortext

2018 - 2019 / London, United Kingdom

- Delivered a product roadmap for web and mobile, achieving **156% YoY growth** in B2C eCommerce.
- Initiated the shift from waterfall to agile product delivery, improving efficiency by **50%**.
- Managed a Research & Design team of 5-8, reducing revision times by **50%**.
- Redesigned the online store, leading to a **3x increase in user satisfaction**.

#### User Experience Design Lead @ KPMG

2017 - 2018 / London, United Kingdom

- Delivered multi-million dollar consulting projects for banking and oil & gas sectors, resulting in a **40%-60% improvement in user task efficiency**.
- Guided teams through research, design, and development cycles, enhancing delivery speed by **30%**.
- Conducted competitive analysis and usability evaluation for an internal portal, leading to a **50% increase in user retention**.

#### User Experience Lead RefME (acquired by Chegg, Inc.)

2015 - 2017 / London, United Kingdom

- Led a cross-functional team to launch a product that became **#1 worldwide**, resulting in a **200% increase in user base**.
- Contributed to rapid growth, reaching over **1.5 million users globally in under two years**.
- Developed cross-platform designs, improving user satisfaction scores by **50%**.
- Facilitated brainstorming sessions that generated over **30 new feature ideas**.

### Contacts

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### Skills

#### Research

User interviews,  
Usability testings,  
Contextual inquiry,  
Competitor analysis,  
Surveys & questionnaires,  
Heuristic evaluation,  
User journey maps,  
User scenarios,  
Card sorting,  
A/B testing  
Data analysis

#### Design

Information architecture,  
User flows,  
Wireframing,  
Prototyping,  
Content strategy,  
Interaction design,  
Cross-platform UI design,  
Typography,  
Design systems,  
Style guides,  
Accessibility standards,  
Visual design principles,  
HTML / CSS

#### Leadership & Strategy

Cross-functional collaboration,  
strategic vision, stakeholder  
management, team leadership,  
mentoring junior designers,  
user-centered design, project  
management, effective  
communication, adaptability

### Tools

Figma, Sketch, Miro, Axure,  
InVision, Marvel, Balsamiq,  
Adobe Photoshop, Adobe  
Illustrator, Adobe InDesign,  
UserTesting.com, Hotjar,  
Sublime Text, Brackets, Google  
Analytics, Jira, Trello, Slack,  
whiteboard, pen & paper

### UX Designer @ Lifecake (acquired by Canon Inc.)

2012 - 2015 / London, United Kingdom

- Contributed to growth from **0 to 350,000 registered users**.
- Optimized onboarding, doubling retention rates and increasing conversions by **70%**.
- Responsible for product design across all platforms (Web, iPhone, Android, Windows, and Mac), resulting in a **30% increase in user satisfaction scores**.
- Conducted user testing sessions that provided actionable insights, leading to a **90% reduction in user error rates**.

## Education

### Graphic Design, BA Hons @ Kingston University

2012 / London, United Kingdom

## Passions

Typography, photography, video production, music (both listening and creating), reading, cycling to work and across continents, running, skiing, windsurfing, wakeboarding, UX design trends, and technology exploration