

THOMAS GRIFFITHS

Digital Product Designer

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EXPERIENCE

Service Designer | CUCOH

Feb 2017 - Nov 2019 • Kingston, ON

Spearheaded the creation of an end-to-end framework that would enable our team to consistently deliver on a delegate-focused conference experience.

- Achieved a 5.2% opt-in rate for our registration mailing list by shifting the focus of our website to support, so delegates could feel confident about attending.
- Improved our registration form conversion rate from 22.7% to 60.4% (\$150 ticket) by utilizing conditional logic to reduce the cognitive load on potential delegates.
- Established a baseline net promoter score (NPS) of +38 for our conference by prioritizing new initiatives that would overcome frequently reported pain points.

Product Researcher | Smith School of Business

Feb 2018 - Apr 2018 • Kingston, ON

Gained insight into the process of launching a product by engaging in market research, drafting a GTM plan, and pitching to key stakeholders of a tech start-up.

Marketing Designer | Queen's Model Parliament (QMP)

Sep 2017 - Jan 2018 • Kingston, ON

Improved the workflow of the portfolio by implementing new visual identity standards and promotional templates so more time could be allocated towards future initiatives.

EDUCATION

BrainStation | Diploma, Web Development

BrainStation | Certificate, Product Management

BrainStation | Certificate, iOS Development

BrainStation | Certificate, User Experience Design

Jun 2018 - Mar 2020 • Toronto, ON

Queen's University | Bachelor of Science, Biology

Sep 2013 - May 2018 • Kingston, ON

Profile

I am an insatiable learner on a mission to build up a cross-functional skillset to be able to take on any problem. I thrive when working with teams invested in consistently delivering on great people-driven experiences and in creating an impact.

SKILLS

Design

Sketch, Photoshop, inVision, Principle, Overflow

Web Development

HTML5, CSS3, SASS, JavaScript, React.js, Node.js, Express.js, OAuth, Netlify

Mobile Development

React Native, Swift

Marketing

Google Analytics, Mailchimp, Google Search Console

Workflow

Zeplin, Git, Postman, Jira, Slack, Zapier, Optimal Sort