

# THOMAS GRIFFITHS

Product Designer • topicaltom.com

thomasvgriffiths@gmail.com

(613) 893-3437

linkedin.com/thomasvgriffiths

github.com/topicaltom

## SUMMARY

On a mission to establish a workflow that bridges the gap between designer and developer to ensure cross-functional teams can consistently deliver on great people-driven products and experiences.

## EXPERIENCE

### Service Designer | CUCOH

Feb 2017 - Nov 2019 • Kingston, ON

Spearheaded the creation of a unified 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 conversion rate from 22.7% to 60.4% (\$150 ticket) by using conditional logic to only display relevant in-form content for users.
- Established a baseline net promoter score (NPS) of +38 for our conference by leading the implementation of new initiatives to address delegate feedback.

### Product Researcher | Smith School of Business

Feb 2018 - Apr 2018 • Kingston, ON

Through a course - gained experience in conducting market research, drafting a GTM plan, and pitching the launch of a new product to key stakeholders of a tech start-up.

## 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

## SKILLS

### Design

Sketch, Photoshop, inVision, Principle

### Front-End (Web)

HTML5, CSS, JavaScript, React.js

### Back-End (Web)

Node.js, Express.js, OAuth, User Authentication, APIs, MySQL, PostgreSQL

### Mobile (iOS)

React Native, Swift, Cocoa Pods

### Marketing

Google Analytics, SEO, Google Search Console

### Workflow

Slack, Zoom, Otter.ai, Zeplin, Github, Jira