

Tom Cavill
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I'm a hands-on design leader with over 15 years' experience taking digital products from zero to scale.

I work as a player-coach: a Principal-level IC who can also hire, manage and set standards. Previously, I co-founded the fintech Bricklane (£15m+ raised) and led design at Meta's Reality Labs and Heygo.

I love to build things. I've shipped native and web apps throughout my career — sometimes solo, sometimes with friends; sometimes for fun, sometimes commercially. I'm energised by the kind of designer AI tooling is enabling, and I'm keen to work with founders who understand and embrace that shift.

Supercritical
Director of Product & Design
London, 2023–Present

Climate-tech platform helping enterprises buy high-quality carbon removal.

- Built design function from 0: hiring, rituals, and design system; unlocked consistent weekly shipping
- Created an end-to-end carbon removal platform, from marketplace to contracting to credit management, used by the world's largest buyers
- Hands-on from customer discovery to UI design; wrote PRDs and shaped roadmaps with science, supply and sales cross-functional partners
- Drove AI adoption across company, running offsite workshops and building internal tooling early

Heygo
Head of Design
London, 2021–2022

Virtual travel startup which raised \$20m.

- Established design function spanning product and creative; built small, highly performant team shipping high-quality work, fast
- Sat on wider leadership team, advising on strategy and operations
- Delivered major web and native app redesigns improving booking conversion and retention
- Redesigned Postcard feature, resulting in 17M+ user photos created and shared

Meta (Facebook)
Lead Product Designer
London, 2020–2021

Working in the Reality Labs team.

- Led design on Spark AR platform; improving creator understanding of performance and insights
- Worked closely with research, content, and eng partners; mentored design peers

Bricklane

Co-founder & Head of Design

London, 2014–2020

Advisor

2020–present

Fintech platform enabling large-scale residential property investment

- Designed and built end-to-end consumer product from prototype to FCA-regulated platform
- Hired and managed product and design teams; set design and front-end standards
- Led design and implementation of product-led partnerships (Revolut, Monzo, Zoopla).
- Sat on Board; broad remit across brand, ops, and investor relations
- Oversaw transition from consumer fintech to B2B; designing internal tooling which currently powers c. £500m property transactions annually

Earlier roles

Product Designer

Autographer (OMG plc), London
Flying Tiger, Copenhagen
British Council, London
MyBuilder.com, London
Zesty, San Francisco
Top10, London
Monza Digital, Leeds
twentysix Digital, Leeds

Creator

Peeps
Knowall
DSGN JBS
Helvetitee

Lecturer

University of Leeds

Education

BA, New Media

University of Leeds, 2007

Strengths

Product design leadership • Player-coach • UI design • Marketplaces • Design systems & component libraries • UX research • Product strategy • B2B SaaS • Fintech • Climate tech • Roadmap ownership • Team building & mentoring