

## **Tom Cavill**

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I'm a hands-on design leader with 15 years' experience taking digital products from zero to scale. At Supercritical, I lead product and design — building the marketplace enterprises use to buy high-quality carbon removal.

I work as a player-coach: designing alongside the team while setting vision, systems, and standards. Previously, I co-founded the fintech Bricklane (£15m+ raised) and led design at Meta's Reality Labs and Heygo.

I focus on creating environments where design teams do their best work — and where great design directly drives product impact.

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### **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 xfn 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, fast.
- Sat on wider leadership team, advising on strategy and operations.
- Delivered major web and native app redesigns improving booking conversion and retention
- Redesign of Postcard functionality led to 17 million+ user photos being created and shared

### **Meta (Facebook)**

Lead Product Designer

London, 2020–2021

Working in the Reality Labs team.

- Led design on Spark AR platform; improved creator understanding of performance and insights.
- Balanced exploratory research with shipping velocity; mentored peers and contributed to design patterns.

**Bricklane**  
Co-founder & Head of Design  
London, 2014–2020

Advisor  
2020–present

- Fintech platform for enabling residential property investment at scale.
- 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-distributed 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**

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|------------------|--|
| Product Designer | Autographer (OMG plc), London<br>Flying Tiger, Copenhagen<br>British Council, London<br>MyBuilder.com, London<br>Zesty, San Francisco<br>Top10, London<br>Monza Digital, Leeds<br>twentysix digital, Leeds |
| Lecturer         | University of Leeds  |

**Education**

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| BA, New Media | University of Leeds, 2007 |
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**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