

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.

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; 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 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
Lecturer	University of Leeds

Education

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