

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; 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

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| 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

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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