

MATTHEW THOMAS

Senior Product Designer — Design Systems
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ABOUT

Senior Product Designer specialising in Design Systems and AI-assisted workflows. Over 8 years, I've worked with development teams to build accessible, scalable systems that serve 50+ designers across multiple platforms.

CORE SKILLS

Design Systems

- Component architecture & documentation
- Token systems and token-to-component mapping
- Accessibility (WCAG 2.2) built into foundations
- Contribution models & governance

AI & Automation

- Built AI agents for documentation, release notes, and newsletters
- Collaborating with development to evaluate AI workflow improvements
- Exploring AI-assisted coding with Cursor, Claude and Antigravity using Figma MCP server

EXPERIENCE

Bupa – Senior Product Designer (Design Systems)

Jul 2022 – Present

- Consolidated 4 fragmented libraries (200+ components) into 50 core components, eliminating 75% duplication and creating a single source of truth for 50 designers across app, web, and email.
- Scaled token system from 30 app-specific tokens to 120 cross-platform tokens (primitives + semantic), establishing token-to-component mapping that enforces consistent colour, spacing, and typography decisions across web, app, and email.
- Co-created the Design System contribution model—governance, approval flows, and development collaboration—resulting in 15+ approved contributions from 6 product teams.
- Established weekly Design System sync with Development teams for continuous collaboration on component specs, technical feasibility, and accessibility standards (WCAG 2.2).
- Managed workload via ADO—tickets, documentation, and sprint planning.
- Built AI agents using Figma MCP and Claude to auto-generate component documentation and compile release updates—saving 160+ hours on initial documentation and 5 hours monthly on ongoing updates.

MoneySavingExpert – Product Designer (UI/UX)

Apr 2020 – Jun 2022

- Led redesign of the MSE website and visual identity, balancing modernisation with the established trust and familiarity valued by the existing user base.
- Restructured content hierarchy and navigation patterns, improving engagement with high-value content such as savings tools and deal alerts.
- Contributed foundational design patterns toward the organisation's early design system, establishing reusable components for article layouts, CTAs, and forms.
- Collaborated with editorial and development teams to define requirements, test iterations, and implement changes across a high-traffic site serving millions of monthly users.

McCann London – UI Designer / Integrated Designer

Jan 2017 – Mar 2020

- Designed digital campaigns and experiences for Xbox, Subway, Mastercard, Wimbledon, and other global brands.
- Won multiple awards including recognition for Xbox Gaming Tourism (experiential campaign), integrated social campaigns, and health & wellness work.
- Led the redesign of the Subway app, improving usability and visual clarity through streamlined ordering flows and simplified navigation.

AWARDS

During my time in the advertising industry, I've been fortunate to have received recognition through several awards for my design work.

Xbox Tourism

 Entertainment/ Experiential	 Integrated/ Collaborative Campaigns
 Entertainment/ Integrated	 Direct/ Integrated
 Gaming/ Experiential	 3x Brand Experience & Activation
 2x Brand Experience & Activation	 4x Brand Experience & Activation

Lo-Fi Beats Suicide

 Media/ Use of Micro-Talent/Influencers	 Digital/ Creative Use of Social Media
 Impact/ Campaign/ Health and Wellness	