

Mike Thomas  
Product Designer (He/Him)

mikerst@gmail.com  
+44 (0) 7891 850 097  
[mikethomas.design](http://mikethomas.design)  
[in/mikerst](https://in/mikerst)

Core skills

- Visual design
- Prototyping
- Front-end development
- Writing
- User research
- Information architecture
- Interaction design
- Service design

Leadership skills

- Communication
- Visioning
- Strategic decision making
- Building trust
- Mentoring and coaching

My stack

- Figma
- Miro
- VS Code
- Google Workspace
- Slack
- Notion/Obsidian

Education

- 2007–2008  
MSc Digital Art & Technology  
i-DAT, Plymouth
- 2002–2005  
BA (Hons) Graphic Design  
Arts University College  
Bournemouth (née Arts  
Institute)

Inputs

- Reading  
The Artist’s Way,  
Range
- Listening to  
Decoder,  
UX Podcast
- Playing  
Lies of P
- Watching  
Silo
- Running in  
Brooks Adrenaline GTS 23

Making a better world  
via thoughtful design  
and leadership.

Experience and impact

- Feb 2020–May 2024  
Product Designer → Lead Designer  
Piclo.energy
  - Lead design activities for the creation of two 0-1 B2B SaaS products from early research through to first launch.
  - Established working practices for achieving AA accessibility across design and engineering disciplines.
  - Helped grow the design team from 2 to 7, including ensuring the hiring process aligned with company values.
  - Helped coach and transition an early-career designer from Visual Design towards their first dedicated UX role.
  - Established a foundational design system including UI library, and began productising the output.
  - Introduced regular design team ceremonies, quarterly reviews, and other habits to help the team mature.
  - Helped to standardise product thinking across the business by introducing documentation standards.
  - Re-designed and built the marketing site at Piclo.energy, along with content management standards and training.
  - Co-designed novel UI solutions, based on internal stakeholder interviews, to empower other teams.
- Mar 2013–Apr 2019  
Designer → Senior Designer → Product Designer  
TotallyMoney.com
  - Re-designed customer acquisition journeys for key business partners to improve conversion rates.
  - Centralised design assets and simplified the codebase for HTML emails to improve QOL for colleagues.
  - Designed and orchestrated qual UX activities to better understand the impact of key marketing materials.
- Jan 2009–Mar 2013  
Digital Designer  
Metaphors.co.uk
  - Helped design and launch over 50 websites for key clients, including training on in-house CMS.

“Mike's blend of leadership, design expertise, and genuine care for his colleagues made a lasting impact on both the team and the products we created. I have no doubt that any team would greatly benefit from his talent and leadership.” - Hua Zhang, Service Designer @ Piclo

Let’s make the world  
better, together

Made in Figma, set in Unbounded and Inter. Autumn 2024.