

Mike Thomas
Product Designer (He/Him)

mikerst@gmail.com
+44 (0) 7891 850 097
mikethomas.design
in/mikerst

Making a better world via thoughtful design and leadership.



Core skills

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

Education

2007–2008
MSc Digital Art & Technology
i-DAT, Plymouth

2002–2005
BA (Hons) Graphic Design
Arts University College
Bournemouth (née Arts
Institute)

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.

Leadership skills

Communication
Visioning
Strategic decision making
Building trust
Mentoring and coaching

Inputs

Reading
The Artist’s Way,
Range

Listening to
Decoder,
UX Podcast

Playing
Lies of P

Watching
Silo

Running in
Brooks Adrenaline GTS 23

My stack

Figma
Miro
VS Code
Google Workspace
Slack
Notion/Obsidian

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.