

# Rhys Thomas

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Lead Product Designer with 7+ years of experience creating user-focused, data-driven digital products. At Bubble, I drove a 16% install and 26% revenue increase, redesigned the homepage to boost conversion, and improved the Hire-a-Developer system match rate by 5x. Expertise in design systems, user research, A/B testing, and collaborating with engineering to deliver scalable, impactful solutions.

## EXPERIENCE

**Bubble** | Remote (US)

*Lead Product Designer*

April 2025 - present

- Owned the end-to-end experience across all logged-in product surfaces outside the editor, shaping the core user journey for millions of users and working closely with 6 designers, 8 engineers, and 2 product managers.
- Mentored junior product designers and established team-wide design standards, elevating quality, consistency, and scalability across the product organization.

*Senior Product Designer*

July 2023 - April 2025

- Conducted a full homepage refresh to highlight Bubble's value proposition and increase sign up conversion. A/B testing confirmed significant lifts in conversion and overwhelming positive feedback from users, leading to a full rollout.
- Led the creation of two core design systems, designed and built our library of components, documentation, and governance processes for 10+ designers. Resulted in more consistent handoffs, greater efficiency, and fewer UI inconsistencies.
- Revamped our marketplace to improve discoverability and increase conversion for templates, plugins and agencies. Template views grew by 20%, installs by 16%, and revenue by 26%, boosting growth of our ecosystem.
- Enhanced our Hire-a-Developer system to address low match rate and poor submission quality, improving match rate 5x (from ~2.5% to ~15%) in just 3 months.
- Introduced a structured design QA process that significantly reduced reported UI bugs and elevated the overall polish and consistency of shipped product experiences.

**Zudy** | Remote (US)

*Senior Product Designer*

May 2021 - July 2023

- Shaped company-wide design strategy, aligning UX direction with business goals to drive revenue growth and support a successful acquisition.
- Led product design across client applications serving hundreds of thousands of users, partnering with enterprise clients including NFL, MLB, Formula 1, and OTIS.
- Defined the visual identity for Vinyl, Zudy's SaaS no-code platform, improving usability and accelerating adoption among new users.
- Founded and managed the company's design system, enhancing consistency across all products and increasing design and development efficiency.

## EXPERIENCE (CONT.)

### Calcium | Remote (US)

#### *UX Developer*

January 2021 - May 2021

- Built custom web solutions for enterprise pharmaceutical clients, tailoring experiences to complex user needs.
- Conducted comprehensive end-to-end UX reviews with an emphasis on WCAG 2.1 accessibility compliance, ensuring inclusive and user-friendly digital products.

### LINX LLC | Wellesley (MA)

#### *UI/UX Designer & Front-End Developer*

October 2018 - January 2021

- Designed and built the front-end interfaces for all websites and internal software, improving usability and visual consistency.
- Led a complete redesign of our public websites, resulting in a more engaging user experience.
- Built responsive, scalable solutions using HTML, CSS/SCSS, JavaScript, and React, integrated with a LAMP stack back end.

## CERTIFICATIONS

### Nielsen Norman Group (NN/g)

August 2022

#### *UX Certification (Interaction Design Specialty)*

- Focus areas: UX Basic Training, Web Page UX Design, Mobile User Experience, The Human Mind and Usability, Application Design for Web and Desktop

## EDUCATION

### University of Sheffield

September 2013 - June 2017

#### *BA (Hons) Business Management*

- Graduated with a 2:1 classification
- Courses include consumer psychology, digital marketing, essentials of marketing and business strategy

## TOOLS & TECH

- **Design & prototyping:** Figma, Sketch, Framer, Adobe Creative Suite, Jitter, LottieFiles, Bubble, Webflow, Vinyl, Lovable
- **Research & analytics:** Hotjar, GreatQuestion, Amplitude, Google Analytics, Lighthouse
- **Collaboration & workflow:** Notion, Confluence, Jira, Slack, Loom, OpenAI, Claude, Perplexity
- **Development:** HTML, CSS, SCSS, JavaScript, jQuery, React, GitHub, Storybook, Chromatic, Postman