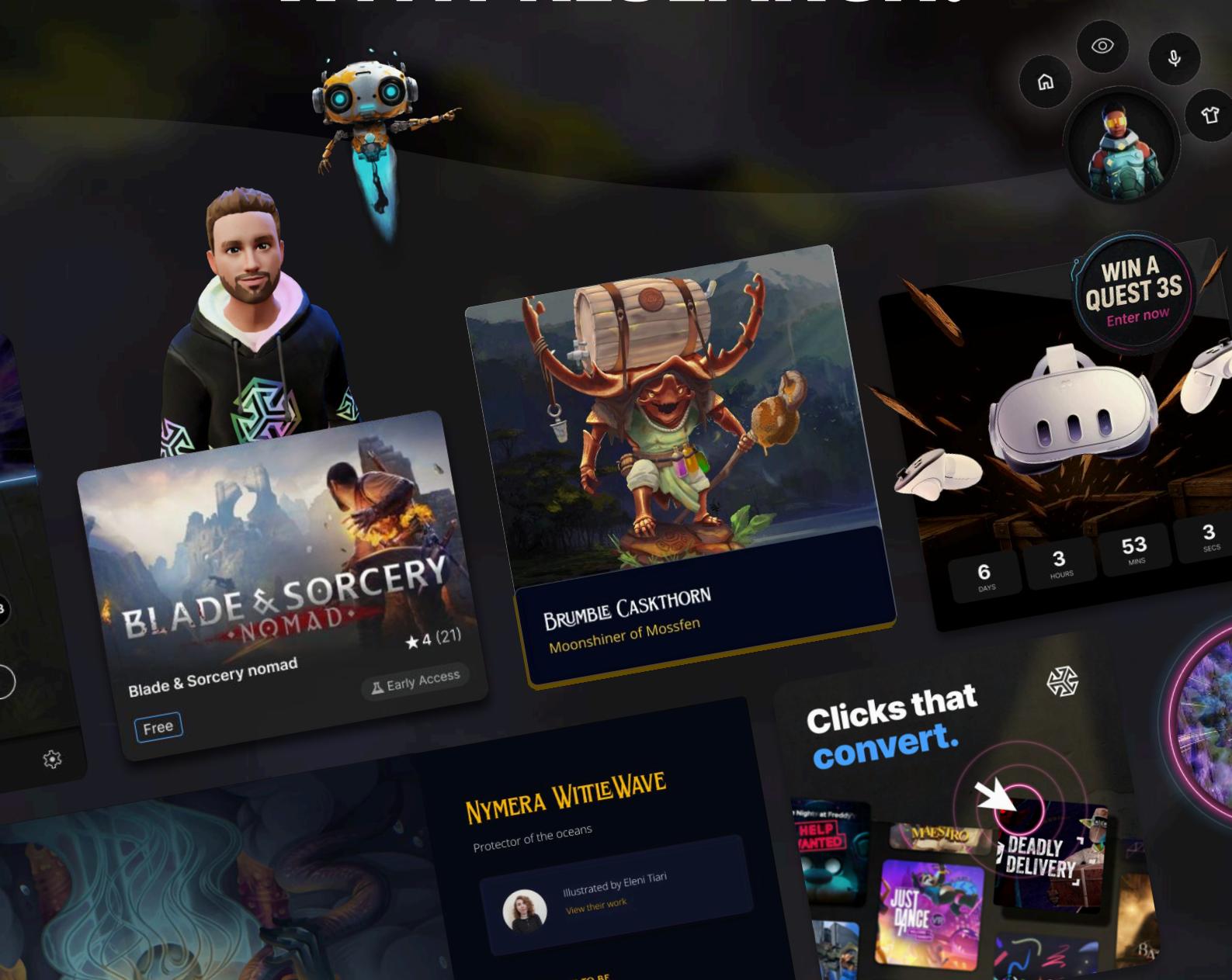


Hey, I'm Tom and I love to

FUEL CREATIVITY WITH RESEARCH.





Website Vision
Designer / developer
2012 - 2016

DigiTickets
Lead UX
2016 - 2019

Met Office
Lead UX
2019 - 2021

Landmark
Senior UX
2021 - 2023

SideQuest VR
Lead UX
2023 - 2026

Snaggletooth
Creator
Now

HELLO THERE!

UX Lead. 14 years. Research-driven design that ships. I've led teams, shipped design systems, conducted research that changed product direction, and written production code when the situation called for it. I like the full arc from discovery through delivery, but the detail is where I'm happiest. The craft. The polish. The moment a flow stops feeling like software and just works. Looking for a senior or lead role where research and design are genuine partners to product and engineering.

Led a UX and design team of five at SideQuest, shipping across a platform used by 500,000+ people. Built a research panel from nothing to thousands of participants. Designed the Indie Alliance developer community, now at 25,000+ members. Led a full platform rebrand and built the design system behind it.

I've built or contributed to design systems everywhere I've worked. Not just component libraries, the underlying logic, documentation, and governance that makes a product feel like one thing instead of twelve features duct-taped together. At Landmark, I unified multiple acquired applications into a configurable system with sub-brand theming.

Conducted user research across the full spread: interviews, usability testing, surveys, analytics, journey mapping. Research that lives in a deck is useless. **I make sure it ends up in the product.**

Reduced client launch time from **days to minutes** at **DigiTickets**. 95% improvement. Not glamorous, but exactly the kind of problem I like getting my teeth into. Designed property search workflows handling millions of records at Landmark. At DigiTickets, ticketing systems processing six-figure transaction volumes.

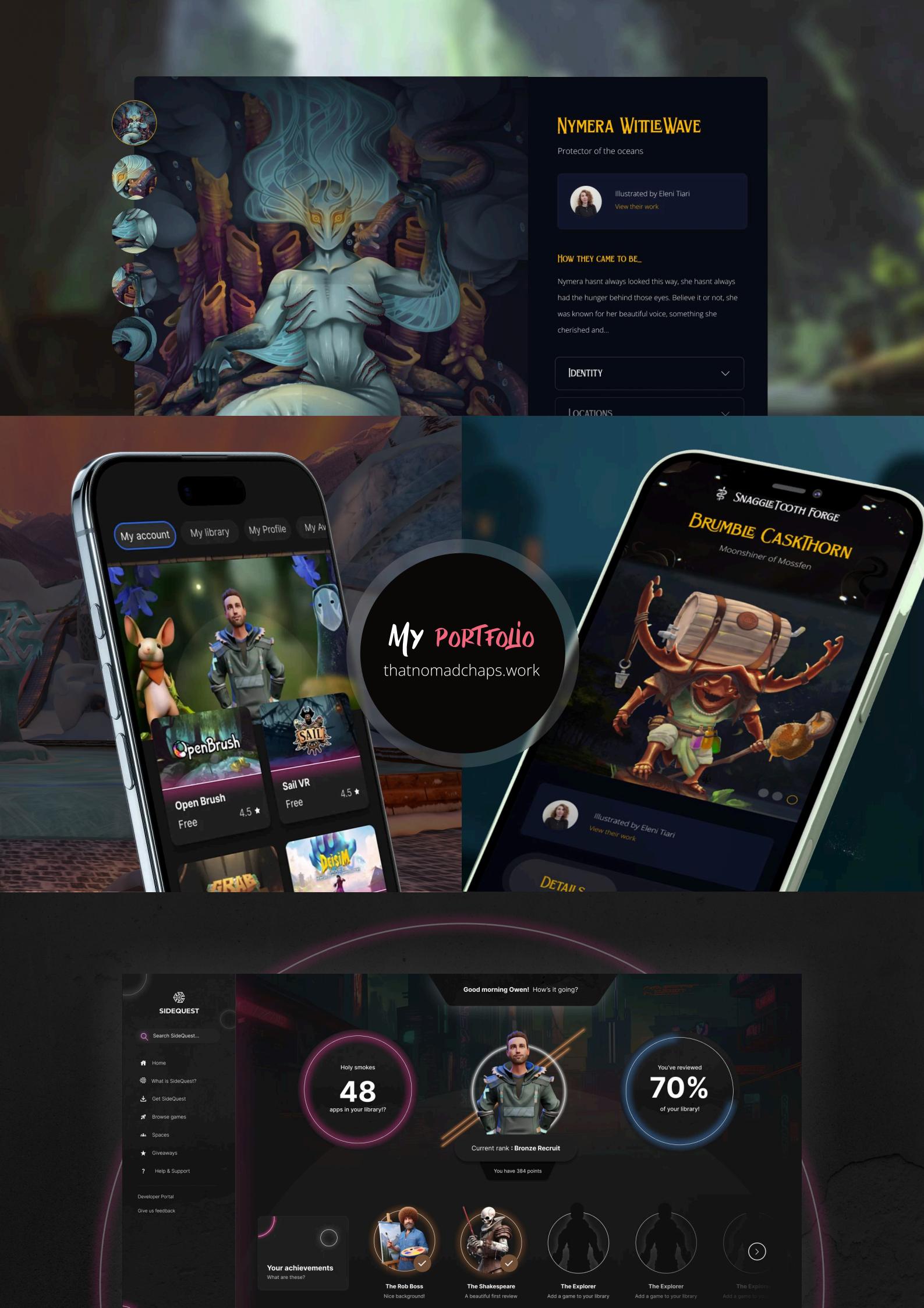
Building Snaggletooth Forge solo, a TTRPG campaign platform with real-time syncing, subscriptions, and Stripe payments. I play DND and the existing tools weren't cutting it, so I built something better. Currently in beta with a few friends, but have loved crafting this in my spare time!

WHAT I DO

Design Leadership • User Research • Design Systems • Information Architecture •
Interaction Design

TOOLS I USE

Figma • HTML / CSS • React • Next.js • Firebase • Stripe API • Git • Miro



NYMERA WITTLEWAVE

Protector of the oceans



Illustrated by Eleni Tiari

[View their work](#)

HOW THEY CAME TO BE...

Nymera hasn't always looked this way, she hasn't always had the hunger behind those eyes. Believe it or not, she was known for her beautiful voice, something she cherished and...

IDENTITY

LOCATIONS

