



LOCATION

Based in the U.K.  
London and The South

PORTFOLIO

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SKILLS

- 01 Research & Strategy
- 02 UX, UI & Product Design
- 03 Comms & CRO
- 04 Prototyping & Testing

PLATFORM EXPERIENCE

- 01 Responsive web
- 02 Mobile
  - iOS & Android
- 03 TV
  - Web OS, Roku, tvOS & Android TV

EDUCATION

2.1 Multimedia Design B.A. Hons  
@ Southampton Institute

QUALIFICATIONS

Introduction to Coaching Football  
Previously FA Level 1 Coaching Badge

STAFF PRODUCT DESIGNER

# Thomas Grist

PROFILE

- 19+ years' experience across B2C, B2B, eCommerce, SaaS, internal tooling, marketing and conversion rate optimisation
- Hands-on designer with leadership and team building experience
- End-to-end product design skills, from research to release and learn
- Expertise across the whole customer journey from awareness to advocacy
- Previously worked across the responsive web, mobile & TV
- Diverse background at critical stage startups, world-class agencies and enterprises
- Equally at home as a solo designer or in a design team
- Love working with founders, product owners, developers and QA to ship quality products
- Interests: football, music, politics, history

EXPERIENCE

## Senior Product Designer @Fanalysis Jun 2025 - Present (Freelance)

- I inherited and user tested BETA product from 3rd party agency, diagnosed and solved UX/UI issues for the commercial release later in the year.
- The improved app received very positive feedback from the BETA user base, most notably for its new look and feel which I pitched and delivered to the business.
- Collaborated with the product owners to design flagship features from scratch including AI avatar generation, user tiers, the Premier League Tab and much more.
- Worked closely with the founders Michael & Lucas McIntyre to create their first set of marketing assets: the company website, app store creative, brand guidelines and a TV promo.
- The user base 10x'd over BETA period whilst product engagement rose.

## Lead UX/UI Designer @Quicken Jan 2024 - May 2025 (Freelance)

- I led a conversion rate optimisation programme for an eCommerce website in the U.S. consumer Fintech market that helped ensure business performance during their peak season (new year financial planning).
- Helped the business scale from single product to multi-product including the development of a more complex subscription model.

## Product Designer @Rio Nov 2022 - May 2023 & Sep 2023 - Dec 2023 (Freelance)

- I led the adaptation of product to open up a self-service market, working closely with consultants to productise service offering.
- Shipped new features including: missions, surveys, data tracker, flows & financed emissions.
- Ran workshops to kick off and ultimately deliver the Rio 2.0 business relaunch including a new brand, a new app and the establishment of a Design System.

## Product Designer @Speechmatics AI June 2023 - Sep 2023 (Freelance)

- I redesigned key acquisition journeys including a new 'Developer Playground' - aimed to increase lead generation.
- Shipped new features including: Lite Mode, a live AI transcription demo and multi API keys.

## Senior Product Designer @Whereby Jul 2022 - Nov 2022 (Freelance)

- I carried out customer journey mapping workshops with customer success managers - capturing use cases, pain points and remedies.
- Shipped new features inc. subscription upgrades & shared rooms (BETA + commercial release).



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## EXPERIENCE CONTINUED

## Lead Product Designer @Sky/Comcast Oct 2021 - Jul 2022 (Freelance)

- My user research programme including task analysis, user interviews, surveys and more identified problems using internal software and causing poor business performance.
- I designed UX/UI solutions to optimise operations, leading to a 62% increase in speed of most common task – a huge productivity boost for the business.

## Senior Product Designer @Deltatre May 2020 - Oct 2021 (Full-time)

- I shaped a 5-year fan engagement strategy with the SVP of Product.
- The new features that were delivered as a result of that strategy were sold to the NFL and other high profile customers.
- I helped deliver the adaptation of the company's flagship interactive video player for TV platforms including Web OS & Apple TV.

## Freelance experiences 2018 - 2020 (Freelance)

- @Audi UK via BBH: my designs led to a 59% increase in website lead generation programme.
- @Jackson Hewitt via We Are Friday: website enhancements led to 32% increase in appointments at 6,000 offices during the U.S. tax season.
- @British Airways via DesignStudio: reimagined the app to better support and monetise key customer journeys.
- @Otro via R/GA: I defined key acquisition & discovery flows for a new sports subscription service.
- @FOBO: I built a business prototype aimed at revolutionising amateur 5-a-side football.
- @Alike, @myCareer & @WordUp: three pro-bono COVID projects for good causes.

## LEADERSHIP EXPERIENCE

## Lead Designer @Quicken 2024

- I hired and mentored 2 designers.
- I led a 5-day design workshop with the design team and business owners to create a North Star prototype for the eCommerce website - something which we then delivered in production later in the year.

## Design Director @MerchantCantos 2017 - 2018

- I led a team of 3 designers, overseeing all output to clients.
- I directed a digital Annual Report project which received multiple industry awards.

## Associate Design Director @Tribal DDB 2014 - 2017

- I represented the department at a senior level.
- I set and achieved goals for the department (aligned with business aims).
- I facilitated personal development programmes for 6 designers.
- I set standards, principles and fostered a design culture.

## JUNIOR EXPERIENCE

## Senior UX/UI Designer @Tiger Pistol via Big Group 2010 - 2014 (Full-time)

- I was the solo designer at a young age for the launch of B2B SaaS product - enabling small businesses to launch no-code Facebook apps.
- We took product to market in 4 months but unfortunately shortly afterwards Facebook developed native capabilities for our feature set.

## Senior Designer @STA Travel 2006 - 2010