



LOCATION

Based in the U.K.  
London and The South

PORTFOLIO

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LINKEDIN

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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 TV, 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 but with previous leadership experience (see page 2)
- End-to-end product designer from research to release and learn
- Experience across the whole customer journey from awareness to retention
- Previously worked at world class startups, enterprises and agencies
- Equally at home as a solo designer or working in a design team
- Love working with owners, developers and QA to ship quality products
- Interests: football, music, politics, history

EXPERIENCE

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

- Inherited and user tested BETA product from 3rd party agency, diagnosed and solved UX/UI issues for commercial release later in the year
- New app received very positive feedback from a large chunk of BETA user base, most notably for its new look and feel which I pitched and delivered to the business
- Worked closely with product team to design flagship features from scratch including AI avatar generation, user tiers and the Premier League Tab
- User base 10x'd over BETA period and engagement remained consistent
- Worked very closely with founders Michael & Lucas McIntyre to create their first set of marketing assets: the company website, app store creative, brand guidelines and a TV launch trailer featuring an Idris Elba voiceover

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

- Led conversion rate optimisation programme for eCommerce website
- Research and design activities that helped ensure business performance during their peak season (consumer financial planning season in the new year)
- Helped the business scale its model from single product to multi-product including development of the subscription model

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

- Led adaptation of product to open up self-service market, working closely with consultants to productise the service offering
- Shipped new features including: missions, surveys, data tracker, flows & financed emissions
- Led modernisation of company including a new brand, new app and the establishment of Design System. All culminating into a business relaunch: Rio 2.0.

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

- Redesigned key acquisition journeys including new 'Developer Playground' - aimed to increase lead generation
- Shipped new features including: Lite Mode, live AI transcription demo, multiple API keys

Senior Product Designer @Whereby June 2023 - Sep 2023 (Freelance)

- Customer journey mapping: 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)

- Established KPIs for global internal software solution
- User research programme identified problems causing poor business performance
- UX/UI solutions to optimise operations (62% increase in speed of most common task)

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

- Shaped a 5-year fan engagement strategy
- New fan engagement features sold to NFL and other customers
- Adaptation of flagship interactive video player product for TV platforms

Agency experiences 2018 - 2020 (Freelance)

- @Audi UK via BBH: 59% increase in website enhancement/lead generation programme
- @Jackson Hewitt via We Are Friday: 32% increase in appointments at 6,000 offices during the U.S. tax season
- @British Airways via DesignStudio: reimaged the app to better support and monetise key customer journeys
- @Otro via R/GA: defined key acquisition & discovery flows for a sports content app
- @FOBO: built my own viable business 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

- Hired and mentored 2 designers
- Led 5 day design workshop with design team and stakeholders to create North Star prototype

Design Director @MerchantCantos 2017 - 2018

- Led team of 3 designers
- Directed online Annual Report project which received multiple awards

Associate Design Director @Tribal DDB 2014 - 2017

- Represented the department at a senior level
- Helped set and achieve goals for department (aligned with business aims)
- Facilitated development programme for 6 designers
- Set standards and fostered design culture

JUNIOR EXPERIENCE

Senior UX/UI Designer @Tiger Pistol via Big Group 2018 - 2020 (Freelance)

- Solo designer for launch of B2B SaaS product - enabling small businesses to launch no-code Facebook apps
- Took product to market in 6 months (shortly afterwards Facebook developed native capability)

Senior Designer @STA Travel 2006 - 2010