



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 Prototyping & Testing
- 04 Marketing & CRO

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

LEAD PRODUCT DESIGNER

# Thomas Grist

METHODOLOGY

➤ How I design

PROFILE

- 19+ years experience delivering results in digital
- Hands-on designer
- Previous leadership experience and trained formally as a line manager
- B2B & B2C SaaS experience at several companies
- Research to release skillset
- Experience across whole customer journey from conversion to retention
- Previously worked at startups, enterprises and agencies
- At home in a cross-functional team
- Motivated by business results

SAAS EXPERIENCE

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

- Conversion rate optimisation programme – research and design activities to ensure business performance during peak season (with more expensive product YoY and more competitive market)
- Helping the business scale its model from single product to multi product

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

- Adaptation of product to open up self-service market
- Shipped new features including: surveys, data tracker, impact, flows & financed emissions
- Modernisation of brand, app and establishment of Design System

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’, homepage 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)

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



LOCATION

Based in the U.K.  
Designing in London, “The South” & Remotely

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PREVIOUS EXPERIENCE

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

Design Director @MerchantCantos 2017 – 2018

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 – enable 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