Tom Collerton

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Recent experience

Senior Product Designer at Shopify
April 2022 - May 2023

- Conceptualised, built and launched Shopify Collective
- Worked on core product features: Discovery, Invitations, Shipping and Payments
- Mentored 2 designers

Product Designer at Shopify
April 2021 - April 2022

- Worked on Handshake, a B2B marketplace
- Part of transactions team focused on Cart, Checkout, Order management and Net terms
- Contributed to Handshake Design Language

Product Designer at SinnerSchrader
July 2018 - March 2021

- Worked with DesignOps team on Audi Design System
- Built and launched myAudi app redesign
- Worked on other assorted pieces for ADAC, AMG, Audi, EWE, Telefonica and VW

Marketing Designer at Jimdo
January 2016 - June 2018

- Conceptualised, designed and A/B tested SEO and marketing landing pages
- Worked on Facebook and Instagram Ads, focused on optimisation and conversion

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Skills

Visual design
User experience design
Concept prototyping
Storytelling
Strategic development
Motion design
Illustration
User research & testing
Design thinking
Workshop facilitation
Graphic Facilitation
Design leadership & mentoring

Education

Diploma of Graphic Design & Communications
Northern Sydney Institute of TAFE

Higher School Certificate
St. Mary's Cathedral College, Sydney