

Tom Collerton

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Recent Experience

Product Designer at Shopify

April 2021 -

Shopify is a complete commerce platform that empowers people to start, grow, and manage a business. As part of the Marketplaces group focused on connecting merchants to buyers everywhere, I've been solving problems at Handshake, a wholesale marketplace.

Working primarily in the transactions domain, I've been focused on the retailer experience from cart, through checkout + order management. I've also been contributing to other initiatives, notably collaborating with design partners to leverage and evolve the Handshake design language and brand.

Product Designer at SinnerSchrader

July 2018 - March 2021

SinnerSchrader is one of Europe's leading design and engineering agencies with a focus on the creation and development of digital products and services.

I was fortunate to collaborate on a variety of projects during my tenure, with corporations such as Audi, VW, ADAC and Telefonica. Prior to my departure, I was part of the DesignOps team focused on redeveloping the entire Audi design system following their recent brand repositioning, and went deep on a complete transformation of their myAudi app with a small cross-functional product team.

Web Designer at Jimdo

January 2016 - June 2018

Jimdo is a website-builder and all-in-one hosting solution, designed to enable users to build their own websites without any web design experience.

Working closely with the marketing team, I conceptualised and designed landing pages along with other forms of digital + print advertising. I also created and evaluated A/B testing for landing pages and advertising to help optimise conversion

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Skills & Tools

Design

Visual/UI Design
Strategy & Vision Presentations
Motion Design
User Flows
Concept Sketches
Research & Testing
Ideation & Proof of Concepts
Rapid Prototyping
Illustration
Graphic Facilitation
A/B Testing
Design Systems & Component Libraries
Workshop organisation and facilitation

Tools

Figma
Sketch
Adobe Creative Suite - Photoshop, Illustrator, InDesign, After Effects
InVision
Principle
Zeplin

Education

Northern Sydney Institute of TAFE
Diploma of Graphic Design
& Communications

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