

Tom Moore

Senior Product Designer

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Tommoore.co.uk

Dedicated to addressing intricate technical challenges through elegant and inclusive design, with a mission to inspire and enhance lives while championing lean and agile methodologies.

EXPERIENCE

Cirevo Senior Product Designer Jul 2023 - Present, London

Environmental software and data science experts for projects that enable the circular economy

Utilising my proficiency in design thinking, I thrived in cultivating emerging designers whilst propelling innovative projects. Simultaneously delivering user-centric solutions, I nurtured a culture of growth and creativity within my team. Focused on Cirevo's climate tech mission, I was dedicated to instigating positive change through adept design leadership, with a specific focus on mentorship and additive design-ops.

- Led the development of a junior designer, up-skilling them to the level of mid-weight.
- Managed workload, progression and design quality of the design team to a frictionless standard.

Rapid Product Designer May 2022 - May 2023, London

A unicorn API business whose hub is used by 4 million developers to find, test, and connect to APIs.

As an owner of developer tools at Rapid, I often translated technically complex product requirements and user feedback to inform design decisions and experiential opportunities. In collaboration with a global design and engineering team based across San Francisco, Berlin & Tel Aviv. Insights were critiqued and refined via high fidelity prototypes before working closely with engineers to implement them into the product.

- Optimised design architectures resulting in a 30% increase in conversion across all users.
- Launched, iterated and maintained Rapids Visual Studio Code environments, used by 100k weekly unique users.

BX Product Designer Nov 2020 - May 2022, London

Carbon accounting technology for the agricultural and consumer goods sectors.

Being the first product focused employee in the company, I played a foundational role in conceiving user-led product thinking within the organisation. Working within an agile methodology alongside engineering stakeholders, I conducted research, ideated, and prototyped lean proof of concepts that aligned with the company's mission of providing innovative climate-tech solutions with new and emerging technologies.

- Shaped both product and commercial strategies within a lean start-up.
- Founded, maintained and hired into a mature and robust design team.
- Established and championed the use of Material Design with the design & engineering team.

News UK Junior Product Designer Aug 2019 - Nov 2020, London

Global provider of news and entertainment brands to 40 million unique users each month

I led the end-to-end validation, design, and management of News UK's flagship experiences, primarily represented by The Times. I took ownership of high-level product concepts and conducted in-depth user experience research. My research spanned various topics for product hypotheses, encompassing editorial behaviour and advertising methodologies.

- Designed and launched Times Radio; an audio platform with 500k weekly unique users.
- Collaborated with engineers to conceptualise, develop, and maintain News Kit, News UK's first party design system.

EDUCATION

Interactive Design BA (hons)

First class

University of Lincoln

2016 - 2019, Lincoln

SKILLS

UX/UI design

User research

Remote & F2F testing

Workshop facilitation

Prototyping

Product strategy

Design systems

Design leadership

Agile methodologies

Visual design

Branding & identity

Front end development

DESIGN TOOLS

Figma

Sketch

Adobe XD

Jira / Clickup

Illustrator

Photoshop

Premier Pro

After Effects

Blender

FRONT-END LANGUAGES

HTML, CSS & JS

React.js