Tom Moore Product Design Lead

10+ years leading and shipping design for mobile and web products used by millions. A player-coach design lead who sets direction, grows high-performing teams and stays hands-on with the craft, integrating AI into design and development workflows to accelerate discovery, prototyping and delivery.

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Experience

Zinc Product Design Lead Jul 2025 – Present, London

B2B SaaS background checking platform enabling companies to streamline hiring through automated verification, named one of the UK's fastest growing tech companies by The Times

- Architected and owned the end-to-end delivery of new product IP powered by AI-driven routing and recommendation systems, winning new enterprise customers and increasing completion rates by 20%.
- Managed and led the design team, growing it from individual contributors into a high-performing unit, raising standards in craft and ownership, and supporting designers in progressing into senior roles.
- Partnered with product and engineering leadership to define strategy and prioritisation, aligning design to commercial goals and contributing to 30% quarter-on-quarter revenue growth.

Almedia Product Design Lead Jan 2025 – Jul 2025, Berlin

Berlin-based ad-tech innovator with 80M+ users and $500M+ in rewards distributed

- Managed and led the vision and execution of Almedia's product design, balancing strategic direction with hands-on design work to shape user experiences that drive business growth.
- Drove design operations initiatives such as continuous discovery and design systems to improve efficiency, collaboration and scalability.

Patchwork Health Senior Product Designer

Jan 2024 – Oct 2024, London

SaaS health-tech provider enabling 100+ NHS organisations to save £95M+ in agency fees

- Led end-to-end design for native mobile products, improving adoption by 25% through user-centred strategies.
- Developed and maintained a robust design system, ensuring UI consistency and efficiency across multiple platforms.
- Built and managed a 700+ user testing panel, translating insights into actionable product refinements, while mentoring junior designers to foster continuous improvement.

Rapid Product Designer May 2022 – May 2023, London

Unicorn API platform enabling 6M+ developers to build and scale, handling 7B+ calls monthly

- Owned the developer tools experience, translating complex technical requirements into intuitive designs that lifted conversion by 30%.
- Led design across squads in San Francisco, Berlin and Tel Aviv, aligning product and engineering to launch new features.
- Designed the Visual Studio Code extension, growing weekly active users to 100k.

BX Founding Product Designer Nov 2020 – May 2022, London

B2B SaaS carbon accounting intelligence enabling businesses to reduce their environmental impact

- Established the product and design function, defining the vision for scalable sustainability solutions in the agri-tech space.
- Built and led a design team, introducing agile processes that cut project delivery time by 25% and improved cross-functional collaboration.

Education

Interactive Design BA (Hons)
First Class
University of Lincoln
2016 – 2019

Leadership

Design leadership
Hiring & mentoring
Design operations
Product strategy
AI in design workflows
Workshop facilitation
Agile methodologies

Craft

UX/UI design
User research
Remote & F2F testing
Prototyping
Design systems
Visual design
Branding & identity
Front-end development

Tools

Figma, Sketch, Adobe XD
Jira / ClickUp
Illustrator, Photoshop
Premiere Pro, After Effects
Blender
HTML, CSS & JS, React