

# Mike Thomas Product Design Lead

14+ years experience blending **Product Design, Visual Design and front-end** to help start-ups and scale-ups level-up and move faster. Proven experience in 0-1 initiatives, mentoring + coaching, hiring, design systems, accessibility and solving gnarly problems all while bringing positivity and good vibes.

+44 (0) 7891 850 097  
[mikerst@gmail.com](mailto:mikerst@gmail.com)  
[mikethomas.design](http://mikethomas.design)  
[in/mikerst](https://www.linkedin.com/in/mikerst)



## EXPERIENCE

 **Piclo** 4.5 yrs | B2B SaaS ClimateTech | Feb 2020–Jun 2024 | Seed to Series A

### Product Designer + Lead Product Designer

- Lead design activities for zero-to-one initiatives.
- Established processes for hitting AA accessibility across our flagship app.
- Established foundational design system including UI library and docs.
- Designed tactical enhancements + new features for Piclo's flagship product.
- Helped grow design function from 2 to 7.
- Introduced regular habits to improve design team maturity.
- Helped enhance product thinking standards across the business via facilitation and documentation.
- Coached colleagues from across the business, from design through to commercial and customer support.
- Designed and built company website using Webflow, including onboarding colleagues to new CMS.

 **TotallyMoney** 6 yrs | B2C FinTech | Mar 2013–Apr 2019 | Seed to Series B

### Designer + Senior Designer + Product Designer

- Designed new and enhanced existing customer touch-points across web, mobile and key programmatic marketing channels.
- Designed and built a framework to make it easier to generate high-conversation-rate HTML email templates for various CRM programmes.
- I later switched to a Product-focussed role, where I helped to launch a 0-1 product that raced to over 1 million customers in under 12 months across web and native mobile.

 **ZEAL Network SE** 4 mos | B2B CSR initiative | Mar 2009–Jun 2013

### Digital Designer (Contract)

- Designed, wrote content for, and developed a custom Wordpress site for a corporate social responsibility initiative.

 **Metaphors** 4 yrs | Design Agency | Jan 2009–Mar 2013

### Digital Designer

- Generalist digital design role, working directly with clients in B2B, B2E sectors on over 50 web projects, including brand work, pitching.
- Designed and delivered training curriculum to clients detailing best practices for leveraging Metaphors' in-house CMS.
- Misc smaller projects involving motion graphics, banner ad design, HTML/CSS.

## EDUCATION

University of Plymouth | 2007–2008  
MSc Digital Art & Technology

Arts University College Bournemouth | 2002–2005  
BA (Hons) Graphic Design

## PERSONAL

Reading  
Range, UX Strategy

Listening to  
Decoder, UX Podcast

Playing  
Lies of P

Watching  
For All Mankind

Chasing  
Half-marathon p.b.

## STACK

UI + Prototyping  
Figma

Collaboration  
Miro

Efficiency  
ChatGPT, Claude

Organisation  
Obsidian + Notion

Front-end  
HTML, CSS, JS, Vue, 11ty,  
Netlify

## FEEDBACK

*"Mike's blend of leadership, design expertise, and genuine care for his colleagues made a lasting impact on both the team and the products we created."*

Hua Zhang, Lead Service Designer

*"Mike is an absolute pleasure to work with and would be an asset to any company. His expertise... from research, to UX and UI was extremely valuable to have within our team."*

Pat Potestas, Senior Product Manager

*"Just wanted to re-iterate that I'm incredibly grateful for everything you've done for me. I couldn't have wished for a better line manager."*

Dom Hart, Senior Brand Designer