

Mike Thomas
Product & Brand Designer (He/Him)

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Hands-on design leadership for start-ups & growing orgs.



Hands-on skills

User research
Information architecture
Interaction design
Visual design
Writing
Prototyping
Service design
Front-end engineering

Education

2007–2008
MSc Digital Art & Technology
i-DAT, Plymouth

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

Experience and impact

Feb 2020–May 2024
Product Designer & Lead Designer
Piclo.energy

- **Lead design activities** for the creation of two 0-1 B2B SaaS products from early research through to first launch.
- **Established working practices** for achieving AA accessibility across design and engineering disciplines.
- **Helped grow the design team from 2 to 7**, including ensuring the hiring process aligned with company values.
- **Helped coach and transition** an early-career designer from Visual Design towards their first dedicated UX role.
- **Established a foundational design system** including UI library, and began productising the output.
- **Introduced regular design team ceremonies**, quarterly reviews, and other habits to help the team mature.
- **Helped to standardise product thinking** across the business by introducing documentation standards.
- **Re-designed and built the marketing site** at Piclo.energy, along with content management standards and training.
- **Co-designed novel UI solutions**, based on internal stakeholder interviews, to empower other teams.

Mar 2013–Apr 2019
Senior Designer
TotallyMoney.com

- **Re-designed customer acquisition journeys** for key business partners to improve conversion rates.
- **Centralised design assets and simplified the codebase** for HTML emails to improve QOL for colleagues.
- **Designed and orchestrated** qual UX activities to better understand the impact of key marketing materials.

Jan 2009–Mar 2013
Digital Designer
Metaphors.co.uk

- **Helped design and launch over 50 websites** for key clients, including training on in-house CMS.

Leadership strengths

Communication
Visioning
Strategic decision making
Building trust
Mentoring and coaching

Inputs

Reading
The Artist's Way,
Range

Listening to
Decoder,
UX Podcast

Playing
Lies of P

Watching
Kaos

Running in
Brooks Adrenaline GTS 23

Preferred tools

Figma
Miro
Pen + Paper
Google Workspace
Slack
Notion/Obsidian

“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. I have no doubt that any team would greatly benefit from his talent and leadership.” - Hua Zhang, Service Designer @ Piclo

Let's make the world better, *together.*

Made in Figma, set in Libre Baskerville and Inter. Summer 2024.