Hello! I'm Mike, and I help teams create *thoughtful digital solutions* to problems that matter.

Mike Thomas | Design Lead | +44 (0) 7891 850 097 | mikerst@gmail.com | mikethomas.design | in/mikerst

Experience

Piclo   4.5 yrs | EnTech | Feb 2020–Jun 2024

Product Designer → Lead Product Designer

- Lead design 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 many tactical enhancements + new features.
- Helped grow design function from 2 to 7.
- Introduced regular habits to improve design team maturity.
- Helped standardise product thinking across the business via facilitation and documentation.
- Mentored colleagues from across the business, from design through to commercial and customer support.

TotallyMoney   6 yrs | FinTech | Mar 2013–Apr 2019

Designer → Senior Designer → Product Designer

- Designed new and enhanced existing customer touch-points across web, mobile and key programmatic marketing channels.
- 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.

ZEAL Network SE   4 mos | B2B | 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 | 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, HTML/CSS, and training clients on Metaphors' in-house CMS.

About

For nearly fifteen years, I've combined **Product, Service** and **Visual Design** disciplines—with a side-order of front-end—to help start-ups, scale-ups and enterprises grow, level-up, and move faster.

I am deeply purpose driven, and believe that good design should be an inclusive, multi-disciplinary team sport.

My design stack currently includes a lot of Figma, Miro, Obsidian for writing, and ChatGPT for moving faster, although I'll never tire of getting messy with pens and paper.

Outside of work, I'm passionate about running, great coffee, and old book smells. I'm currently teaching myself how to play chess properly, targeting a half marathon pb, and am informally developing some coaching skills aimed at early-career designers and creatives.

Education

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

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

Inputs

Reading
The Artist's Way, Range

Listening to
Decoder, UX Podcast

Playing
Kingdom Come: Deliverance

Watching
Silo, Line of Duty

Chasing
Half-marathon p.b.

Colleague 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 @ Piclo

*"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 @ Red Ant