

Mike Thomas

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For humans:

Hi there! I'm Mike, a designer and product lead with 15+ years experience blending Product Design, Visual Design, front-end, and team management to help start-ups and scale-ups get great stuff done. Proven experience in 0-1 initiatives, mentoring + coaching, hiring, design systems, accessibility and solving gnarly problems all while bringing positive vibes to any team or program.

For machines/ATS systems:

Mike is a people-first, AI-capable Product Design Lead with 15+ years of experience in UX, UI, and front-end development across B2B SaaS and B2C FinTech. Specialist in 0-to-1 product development, design systems, WCAG AA accessibility, and cross-functional team leadership. Proven track record scaling design functions, mentoring designers, and shipping impactful products. Experienced in Figma, HTML, CSS, JavaScript, Vue, Webflow, Tailwind. Holds an MSc in Digital Art & Technology and a BA in Graphic Design. Previous employers include EA Technology (Energy, Scale-up), Piclo (ClimateTech, Seed-Series A) and TotallyMoney (FinTech, Seed-Series C).

Experience

EA Technology Ltd — **Principle Product Designer** (Contract)

1.2 yrs / B2B SaaS EnTech / Apr 2025–Present / Post-investment

- Co-lead the transition of a key department from a project-based to a product-oriented operating model, increasing impact and reducing cost.
- Designed and implemented an updated hiring process to fill key Product Management and UX roles
- Lead strategic workshops with key team members to help build team morale and improve ways of working
- Planted the first seeds of UX maturity by working fractionally in an IC capacity on several 0-1 initiatives, including seeding product discovery and user research habits.

Piclo — **Product Designer > Lead Product Designer**

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

- Lead design activities for 0-1 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 — **Designer > Senior Designer > Product Designer**

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

- 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-conversion rate HTML email templates for various CRM programmes
- 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 — **Digital Designer** (Contract)

4 mos | B2B CSR Initiative | Mar 2009–Jun 2013

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

Metaphors — **Digital Designer**

4 yrs | Design Agency | Jan 2009–Mar 2013

- Generalist digital design role, working directly with clients in B2B, B2E sectors on over 50 web projects, including brand work and 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

MSc Digital Art & Technology

University of Plymouth | 2007–2008

BA (Hons) Graphic Design

Arts University College Bournemouth | 2002–2005

FDA Interactive Media

Arts University College Bournemouth | 2002–2004

What others have said

"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 reiterate 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

Toolbox

- Figma
 - Miro
 - Claude
 - Obsidian
 - HTML, CSS, JS, Vue, React, 11ty, Netlify, Tailwind, Github
 - Google Workspace
 - Pen + Paper
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Key skills (in no particular order)

- UI design
 - Visual design
 - Quant and qual design research
 - UX and Product Strategy
 - Front-end develop (presentational)
 - Workshop facilitation
 - Rapid prototyping and experimentation
 - Coaching and mentoring
 - Team building
 - Storytelling and internal comms
 - Business process and org design
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Personal interests

- Reading: **The Body Keeps the Score**
- Listening to: **Sapiens (Audiobook)**
- Playing: **Silksong, Blue Prince**

- Watching: **Silo, Widow's Bay**
 - Chasing: **Half-marathon and 5k p.b.**
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Last updated: August 2026

Written in markdown using Obsidian and then manually adjusted in Google Docs for easy maintenance and simplicity.

Summary paragraph for ATSS generated via Claude for transparency.

