



Thomas Grist

— Product Designer

Snr / Lead / Director level

I have 15+ years experience identifying problems, designing experiences and delivering results for a variety of businesses including large D2Cs and B2B SaaS startups. Whilst I have leadership experience, I am a keen hands-on designer and prefer my work to be weighted to reflect this. I have a wide range of UCD skills to support the product development cycle from research to realisation and release.

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PORTFOLIO

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· Password for protected projects: bonito1986
· Latest work coming soon

LINKEDIN

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SKILLS

- 01 User Research*
- 02 Product Strategy
- 03 UX, UI & Product Design†
- 04 Motion, Prototyping & Testing
- 05 Front-end (Webflow + basic JS)

* I practice a variety of quantitative and qualitative methods, methods are chosen based on the research objectives I set

† Platform experience includes responsive web, iOS, Android and TV (including Web TV, Roku, tvOS & Android TV)

EDUCATION

2.1 Multimedia Design (B.A. Hons)
@ Southampton Institute

REFERENCES

Available on request



Based on the South Coast

EXPERIENCE

Senior UX/UI Designer @Sky (6-month fixed term contract) October 2021 — Present

Comcast have developed an internal tool for metadata editing across the group. Sky UK have deployed the tool however it has received negative feedback from editors and ops have become unsustainable. I have been appointed to identify problems and provide solutions that optimise the tool.

Key achievements so far:

- User shadowing program to identify common tasks and pain points
- User surveys to help segment global user base and collate accessibility requirements
- User satisfaction score survey as primary KPI
- Benchmark speed tests to time how long it currently takes to perform common tasks in the tool (this provides a time per task to beat through design optimisation)
- 'Work Queue' feature which drastically reduced the time it takes to perform a common task
- Additional UX/UI improvements designed to speed up editor performance

Senior Product Designer @Deltatre May 2020 — October 2021

- Shaping a 5-year fan engagement strategy
 - Delivery and sales of two 'quick win' features identified in strategy
- Extending the reach of an existing product through the refinement of a new TV MVP targetted at several platforms including Web TV, Roku, tvOS & Android TV
- Carrying out internal workshops to identify pain points surrounding design documentation
 - The knowledge gained was used to deliver new docs model, processes and KPIs
 - Help enquiries regarding design documentation dropped as a result
- Running 'Design Thinking' workshops with the team to help more junior members both contribute to ideation and understand UCD methods

Lead/Senior Product Designer roles 2017 — 2020 (Freelance/Charity)

@Otro : defining key acquisition & discovery flows for a D2C sports content company

@Audi UK : research and digital strategy for 'fixed price servicing'

@British Airways : reimagining the app to better companion and monetise key customer journeys

@Jackson Hewitt : optimising footfall to 6,000 offices during the U.S. tax season with data

@FOBO : building a company on a mission to revolutionise amateur 5-a-side

@Alike & @myCareer : two pro-bono projects, both helping good causes launch their MVPs

Design Director roles @Tribal DDB + @MerchantCantos 2014 — 2018 (Permanent & Freelance)

I represented the department at a senior level, advising how design could help the business meet its goals; delivering success through the measures agreed (for example feature sales and award wins). As the line manager of six designers, I provided design feedback and facilitated personal development programmes to help ensure results for the individuals and the business.

Senior UX/UI Designer @Tiger Pistol 2010 — 2014 (Permanent)

I was the sole designer of a B2B SaaS platform that built Facebooks apps for SMEs; helping them engage with their social audience and grow it. We met the primary business goal of taking a product to market in 6 months and saw sales pass through the platform shortly after launch.