

Tom Moore Product Design Lead

7+ years of experience leading and executing design for mobile and web products. Skilled in UX/UI, design systems, and cross-functional collaboration, with a track record in mentoring, strategy, and optimising experiences to drive growth.

Tommoore.co.uk

Tom.moore292@gmail.com

[LinkedIn](#)

+44 7825229499

EXPERIENCE

Almedia Product Design Lead Jan 2025 - Present, London

Berlin-based ad-tech innovator with 40M+ users and \$91M+ in rewards distributed

- Leading the vision and execution of Almedia's product design, balancing strategic direction with hands-on design work to shape user experiences that drive business growth.
- Driving design operations initiatives such as continuous discovery and design systems to improve efficiency, collaboration, and scalability.
- Managing and mentoring designers, fostering a high-performance culture of innovation, excellence and structured growth.

Patchwork Health Senior Product Designer Jan 2024 - Oct 2024, London

A SaaS health-tech provider enabling 100+ NHS organisations save £68M+ in agency fees

- Led end-to-end design for native mobile products, improving adoption by 25% through user-centred strategies.
- Developed and maintained a robust design system, ensuring UI consistency and efficiency across multiple platforms.
- Built and managed a 700+ user testing panel, translating insights into actionable product refinements, while mentoring junior designers to foster continuous improvement.

Rapid Product Designer May 2022 - May 2023, London

A unicorn API platform enabling 6M+ developers to build and scale, handling 7B+ calls monthly

- Translated complex technical requirements into intuitive designs, leading to a 30% increase in conversion rates.
- Collaborated with design and engineering teams based in San Francisco Berlin and Tel Aviv, facilitating the successful launch of new features.
- Developed the Visual Studio Code environment, growing weekly active users to 100k.

BX Founding Product Designer Nov 2020 - May 2022, London

B2B SaaS carbon accounting intelligence enabling businesses to reduce their environmental impact

- Established the product and design function, defining the vision for scalable sustainability solutions in the agri-tech space.
- Conducted in-depth user research and iterated on prototypes, driving a 30% increase in user adoption.
- Built and led a design team, implementing agile processes that reduced project delivery time by 25%, improved cross-functional collaboration, and ensured faster product iterations.

News UK Junior Product Designer Aug 2019 - Nov 2020, London

Global provider of news and entertainment brands to 40M+ unique users each month

- Led the design and launch of Times Radio, reaching over 500k weekly unique users.
- Conducted comprehensive user experience research, shaping the development of News UK's first-party design system, News Kit.

EDUCATION

Interactive Design BA (hons)

First class

University of Lincoln

2016 - 2019

SKILLS

UX/UI design

User research

Remote & F2F testing

Workshop facilitation

Prototyping

Product strategy

Design systems

Design leadership

Agile methodologies

Visual design

Branding & identity

Front end development

DESIGN TOOLS

Figma

Sketch

Adobe XD

Jira / Clickup

Illustrator

Photoshop

Premier Pro

After Effects

Blender

FRONT-END LANGUAGES

HTML, CSS & JS

React.js