

Tom Ward

Tom is all about creative problem solving with strategic human-centered design and collaboration. Tom is consistently delivering UX, product, brand & system designs simply.

Tom Ward Design LLC. - 3 years

Owner/Principal/Creative Director

Cox Automotive Inc. - 1 year

Interaction Designer - Mobile

Fidelity Investments - 17 years

Principle User Experience Designer

Design Lead/Information Architect

Interactive Art Director

Style Guide Reviewer

Visual Designer/Prototyper

Independent Consultant - 2 years

Web Designer and Developer

PTC - 5 years

User Interface Designer/Developer

Graphic Designer/Print Buyer

Skills summary

AI First Designer
Empathetic customer advocate
UX team leader
Strategic UX planning
Design systems and governance

Creative direction
Conceptual designs
Responsive web design
Native mobile design

Iterative product release support
Data analysis for UX insights
Data visualizations

Cross-functional agile team player
Deep technical awareness
Quality assurance
Product implementation

Information architecture
User research
Wireframes
Customer journeys
Prototyping

Visual communications
Branding
Graphic design
Web accessibility

Contact

[Portfolio: tomward-design.com](https://tomward-design.com)

Tom Ward

tom@tomward-design.com

781-689-6017



Tom Ward

As standard practice, Tom leads with problem definitions and hypothesis based solutions resulting in clear direction and measurable business value.

Principal/Owner Tom Ward Design LLC

June 2023 – Present (3 years)

Tom provides user experience design, usability research and product strategy focused on delivering data-driven customer value quickly and accurately.

Tom works lean with large and small companies, start-ups and enterprise teams. Collaborating with product teams on discovery and scope with rapid design iterations and prototypes that support clear definitions of designs requirements discovery.

Continuous design validation with customers, stakeholders and technology partners creates opportunities to guide teams along with confidence on the right product for the right users.

Interaction Designer/Information Architect

Cox Automotive, Atlanta Georgia (via Synergis HR)

June 2022 – June 2023 (1 year)

Responsible for ownership of new concepts and detailed designs for the experience of a new native mobile application within the Manheim Company. The application was designed to make peoples life more convenient and support the supply chain of used automobiles coming off of lease.

As part of a white labelled app strategy, I designed various custom brand themes for Toyota, BMW, Lamborghini as proof of a reusable design system. Design tokens and art files where delivered for each brand to development for efficient implementation and scale.

The app is currently being integrated across manufacturing and leasing companies each. Success is being measured by reducing manual data entry as more technology is added over time.

Software skills

- Claude AI
- Figma
- Mural
- InVision
- InDesign
- Photoshop
- Illustrator
- Axure
- HTML/CSS
- Visual Studio Code
- Jira
- Confluence
- Accessibility Tools
- And more...



Tom Ward

A product designer and user experience design leader at Fidelity Investments for 17 years.

Principal User Experience Designer

March 2014 – June 2021 (7 years 3 months)

Consistently deliver collaborative UX designs for native mobile apps and responsive web, informed by user research and analytics.

Worked as a cross-functional agile team player primarily delivering experience designs for global agile squads with responsive HTML/CSS and FIGMA prototypes.

Contributed back to current design systems with detailed direction on interaction patterns, new components, typography and micro-interactions.

Strategic relationship building for enterprise product alignment and efficient reuse of design patterns and components.

Constant partnerships with UX research and data analysis teams for validating designs prior to and during production releases.

Trusted by product owners, designers and engineers for sanity checks and guidance on how to design and collaborate effectively across groups.

Always delivered precise design solutions for tight integration with the implementation teams to ensure partnership success.

UX Design Lead/Information Architect

April 2011 – February 2014 (2 years 10 months)

Led various designers, organized teams, estimated costs and timing of simultaneous design projects.

Negotiate the balance of UX experience quality, technical requirements with time and budgets available.

Interactive Art Director

April 2009 – April 2011 (2 years)

Coached 3-5 visual designers with art direction and approvals for web and desktop applications. Propagated collaborative design and shared the value of UX with simplification and branding projects for several business to business products.

UX Style Guide Reviewer

January 2007 – April 2009
(2 years 4 months)

Created, documented and managed changes to Fidelity's visual and interaction design standards, including web, mobile and desktop applications. Assured UX design quality by reviewing and approving UX designs.

Visual Designer/Prototyper

February 2004 – January 2007
(3 years)

Hired at Fidelity as an accessibility advocate, visual designer, interaction designer, with hands-on user research experience and an entrepreneurial mindset.



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Foundational working experience prior to Fidelity

Independent Consultant: Entrepreneur Web Designer and Developer

November 2001 – January 2004 (2 years 3 months)

Worked as a self employed designer supporting non-profits directly in Boston with user research, accessible HTML/CSS development and web site publishing.

Worked freelance at a couple design agencies supporting, education, healthcare, law and finance industries with web site designs, presentations and story telling visualizations.

User Interface Designer/Developer

PTC - Parametric Technology Corporation in Boston, MA
January 1998 – November 2001 (3 years 11 months)

Built consensus for the value of user-centered design from inside a development group by collecting user feedback to drive the delivery and maintenance of a new corporate website design.

Senior Graphic Designer/Print Buyer

PTC - Parametric Technology Corporation in Boston, MA
July 1996 – January 1998 (1 year 7 months)

Corporate marketing design and management of print, web and trade show events.

Pre-Press Technician/Graphic Artist

Lexington Press, Inc. in Lexington, MA
March 1993 – March 1996 (3 years)

Delivered graphic designs, technical drawings, offset printing preparation, proofing and color separations.

Obtained a secret clearance for servicing security and defense industries.

Other ways of applying the value of design

Spend time with customers in their own environments.

Use customer usage data to gain insights that support decision-making.

Run inclusive design flaring sessions that bring together content, research, technology, and the business.

Hold expressive, collaborative white-boarding sessions with all the right partners, using sticky notes, pens, paper, pencils, pipe cleaners, tape, and any other doodad that helps mock up product prototypes quickly.

Iterate on production releases through live-site testing.



Tom Ward

Important background info

Education

Bachelor's of Fine Arts Degree in Visual Communications

UMASS Dartmouth 1991 in Dartmouth, MA

Includes extra junior level education in typography and illustration.

Associate's Degree in Advertising Art and Design

Massasoit Community College 1986 in Canton, MA

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Giving back to the community

Volunteer at North and South River Watershed Association (NSRWA)

I support the NSRWA as staff at community events, herring counts in the spring, field research and professional consulting.

Volunteer at Community Boat Building, Boston

Fifth grade students from the Boston Public Schools build the boats and experience learning a new way. As a volunteer we support each boat by making the parts, and finishing the detailed work after the kids complete their work.

