

Thomas Whitehead

Curriculum Vitae

For examples of all work:
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With over 10 years working in product design, and 10 more preceding that in graphic design, I've learned how to maintain quality of output across every stage of the design process – from research, concept and presentation; through to visual and interactive design; and clear-headed delivery and measurement.

Working on contracts has allowed me to focus on transformational projects for high growth businesses at critical stages in their journey; and in later roles I have greatly enjoyed managing other designers and their working processes and development – communicating the business value of design to leadership and being accountable for steering the team to deliver that value.

I have deep expertise in using Figma's full feature set to deliver systems-orientated design and prototyping, as well as strong technical skills in Webflow and across the Adobe suite with a good knowledge of CSS, motion graphics and 3D software.

From apps with complex real world interactions to Smart TV, I've been able to adapt to new challenges and applications. Over the last year I have been exploring thoroughly the strengths and limitations of designing with non-deterministic AI, and using Claude to allow non-design team members to experiment and prototype with strong systems and guardrails.

I have considerable experience in delivering digital rebrands and building out design systems, enhancing teams' ability to deliver consistent, scalable work. I never stop thinking about how visual language, words and interactive feedback are received by a human and how it makes them feel and act; how brand influences product perception and vice versa.

I can communicate all this to clients and stakeholders; I work well in cross-functional teams – collaborating, guiding with data and research and learning from others; and I can keep the focus on delivering real results throughout.

Together

Design Lead

2023-25 Perm

Head of Design

2025-26 Perm

- Leading product design across the 2 sided marketplace, with focus on booking, taxonomy and matchmaking refinement. Conversion KR owner and data champion
- Launching new platform "Live360" for event organisers to organise their line-ups
- Site migration – from exploratory microsites in Webflow to full rollout
- Managing design team – overseeing all brand, marketing and commercial work
- Creating AI skills to allow experimentation and production of work by the wider team

Atellio

Lead Product Designer

2022-23 (8m) Perm

- Feature development including Booking, Assignment, Templating and Asset Management as well as IA and Navigation design.
- Design, implementation and documentation of Design System, Component and Pattern Libraries in Figma and Notion.

Soho House

Lead Product Designer

2021 (9m) Contract

- End to end design of location based member connectivity features on iOS / Android app – research, design workshoping, feature testing, user flow and UI design.
- IA and Navigation design.

Bloom&Wild

Interim Design Lead

2020 (5m) Contract

- Overseeing development and application of agency led rebrand across the digital design system ahead of TVC campaign.
- UX optimisation including Subscription management and Product Cards.

Fybr

Product Designer

2019-20 (1y) Freelance

- Full product design for fitness, diet and wellness app on iOS/Android.
- Leading brand and visual design development, video asset direction and production.

Allplants

Digital Designer

2018-19 (9m) Contract

- Design of product pages and sign up, account management, landing pages, blog.
- Improvement of QA and Delivery process working with third-party development house.

Safara

Product Designer

2018 (6m) Freelance

- Full site designs for Membership signup and Hotel Booking.
- Membership model and customer retention strategy exploration and research.

TVPlayer

Product Designer

2018 (6m) Contract

- Design System for Video Streaming Platform across Amazon Fire, Android, iOS, Chromecast, Apple TV, Xbox, Windows, Roku and Desktop Browser.
- Redesign of Homepage and Subscription pages to improve sign-up.

Tails.com

Digital Designer

2017-18 (11m) Contract

- Leading rebrand including all new photographic art direction, UI design system and brand guidelines.
- Sustained UX optimisation of sign up, checkout and user dashboards.
- Full video content production.

Onefinestay

Digital Designer

2015-17 (1y 6m) Contract

- Leading full re-design of their website, from homepage, and inspirational content areas, through to search, listings and checkout to bring in line with new brand direction and ensuring a good user experience across all devices.
- Utilising prototyping, qualitative research and continual A/B testing to integrate editorial content into user journey and drive real improvements in bookings.

Blurb

EU Design Lead

2011-14 (3y 3m) Perm

- Design of digital communications, printed literature, display advertising, event signage, campaign and PR assets, product photography and video production.
- Development of international branding in collaboration with US Creative Director and localisation of EU specific marketing communications.
- Management of production schedules and direction of third-party agency creative.

Blue Hive / Wunderman

Interactive Designer

2010-11 (1y 3m) Contract

- Development of promotional microsites for Ford Vehicles utilising video and animated graphics in interactive frameworks.
- Development and documentation of brand standards for all EU Ford online activity.

Chemistry Communications

Senior Designer

2007-10 (2y 11m) Perm

- Design of online campaign assets for Diageo, Unilever, Aviva, Emirates and Cadbury.
- Art direction and interactive design of DMA and Brand Experience Gold Award winning "Velvet Tree Detectives" microsite for SCA Design.
- Placement in house at RAC (Aviva) assisting in the full redevelopment of their site.

Other Work

2002 - Present

- Virgin Sports (2015) Brand Bible produced for AKQA.
- Havana Club (2015): Video recording of 360 video content in Havana.
- Moo (2015): Showreel used to present review of all work.
- Drink Factory (2014) Photography and video for Bar Termini and 69 Colebrooke Row.
- Kele Okereke (2010): Animated video for the single "On the Lam" with Nova Dando.
- CassettePlaya (2007): Video and animation for London Fashion Week catwalk show.
- XM (2007): Microsite and display advertising for HSBC, Nationwide and Colgate.
- LPIP Sydney (2006): Animated microsites and design of web and print promotional material for hospitality clients including the Opera House bar.
- EMP Group (2003-04): Layout, picture-editing, illustration, production and proofing for celebrity fronted lifestyle magazines
- Time Out Magazine (2002): Editorial illustrations.
- Athenscape (2002): Exhibition design for RIBA show with Tessera Architects.

Education

1998-2002

- 2:1 Illustration Ba from University of Brighton
- A-levels in Art, History and English Language and Art Foundation Level.

Other Interests

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- Experienced DJ, decent cook and enthusiastic photographer. Love travel but also watching films and spending time with my dog.