

Tom Quigley

Quigley.design

## Experience

### **Design Director (Hands-on IC + Team Lead)**

Forum One | Feb 2024 – Present | Remote / New York, NY

- Led design strategy with focus on design systems, accessibility, and product scalability.
- Created and documented component libraries and visual standards to accelerate delivery and ensure cross-platform consistency.
- Collaborated with engineering and UX teams to develop responsive grids, tokens, and component variations that balance flexibility with system coherence.
- Built prototypes for critical user flows (onboarding, navigation, personalization) to validate interaction patterns before handoff.
- Established design ops practices (team rituals, standard procedures, process documentation, Figma variables, accessibility reviews, QA checklists) that boosted team efficiency and minimized rework

### **Design Consultant**

Forum One | Jun 2023 – Feb 2024 | Remote

- Provided comprehensive product design services for agency clients, focusing on system architecture, journey mapping, wireframes, prototyping, and interaction design.
- Evaluated and restructured design system libraries to enable effective brand scaling.
- Collaborated directly with client and internal product teams to optimize UX flows, enhance UI, and ensure accessibility compliance.

### **Creative Director / Partner (Designer + Team Lead)**

Verbal+Visual | Oct 2017 – Feb 2023 | Hybrid, New York, NY

- Collaborated with engineering to design and evolve proprietary design systems, delivering scalable, tokenized pattern and component libraries.

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- Launched responsive, commerce-driven platforms for enterprise clients that seamlessly integrated UX architecture with UI design across all devices.
- Improved usability and conversion rates through prototyping and testing of high-impact user flows.
- Contributed hands-on expertise in interaction design, responsive UI, motion/animation, and front-end development collaboration.
- Led critiques and workshops to enhance execution quality and ensure alignment between design solutions, product strategy, and user needs.

## Lead UX/UI Designer

Verbal+Visual | Sept 2015 – Sept 2017 | New York, NY

- Conducted usability testing, heuristic audits, and competitive analysis to inform design decisions.
- Designed sitemaps, user flows, wireframes, and prototypes, transforming strategy into actionable features.
- Partnered with product managers and engineers to balance business needs with user experience.

## Skills

### Product & Systems Design

Design systems, Responsive design, Prototyping, Interaction & motion design, Accessibility (WCAG), Tokenization, Brand & identity

### UX Research & Testing

Usability testing, User flows, Heuristic audits, Personas, A/B testing, Card sorting, Facilitation

### Collaboration & Delivery

Cross-functional workshops, Specification & QA, Design ops documentation, Handoff to engineering, Figma libraries

### Tools

Figma (including Slides, Make, and Sites), FigJam, Principle, Storybook, HTML/CSS, ChatGPT, Claude, Webflow, Adobe CC, Notion, Airtable, Optimal Workshop, Maze.io, Condens, FullStory

## Education

### Bard College — Bachelor of Fine Arts (B.A.)

September 2001 – June 2005