Contact & Location

+44 7975703906

tom.okane1@outlook.com

Shrewsbury, Shropshire

Portfolio @ https://tomokane.com

Technical Tools

- Figma, Adobe XD, Photoshop, Illustrator, InDesign
- Word, Excel
- Miro, Notion, GitHub
- Self-hosted and AWS server environments (Docker, backups, deployments, testing, automation, DevOps)
- Home lab environments for development and QA

Industry Knowledge

- Product, UI, UX, and Interaction Design
- Wireframing, Prototyping & Responsive Design
- Design Research & Evidence-based Decision Making
- Inclusive & Accessible Design (neurodiverse users, learning difficulties)
- Design Systems & Standards (including government-style delivery)

Delivery & Consultancy Skills

- Account & Stakeholder Management
- Client Relationships & Customer Service
- Service Auditing & Flowcharting
- Strategic Planning & Project Management
- Product Ownership & Prioritisation
- Project & Delivery Management
- Discovery, Onboarding & Requirements

Education

Hereford College of Art
BA (Honours) In Graphic & Media Design

References

Available upon request

Tom O'Kane
UX / UI Designer & Contractor

Professional Summary

I'm a User Experience Designer with 10 years' experience improving SaaS and bespoke digital services. I specialise in transforming complex systems into simple, accessible, and user-centred services across web and mobile platforms.

I am experienced in designing for diverse and neurodiverse users, including applications for people who are on the autism spectrum and people with learning difficulties. I have had many opportunities to deliver evidence-based design solutions using standards, design systems, and government-style delivery. I've implemented these to improve usability, efficiency, and outcomes for users and organisations.

Employment History

Jan 2025 - Nov 2025
UI / UX Designer, Product Manager
Consultant & Freelancer

I have delivered user-centred, evidence-based digital services across SaaS and bespoke platforms. Simplified complex journeys, improved accessibility, and worked within agile, multidisciplinary teams to design, test, and iterate high-quality experiences

Key Responsibilities

- Created accessible user flows, wireframes, and interactive prototypes
- Audited digital services, user journeys, and business processes to improve usability, efficiency, and accessibility
- Ran inclusive user research and usability testing to support evidence-based decisions
- Presented design rationale and prototypes to developers and stakeholders
- Supported delivery in agile, sprint-based environments

Jan 2020 - Present
UI / UX Designer, OEA / Brand Manager
AtWrk - Software Development Company

I designed and delivered user-centred digital services across web and mobile platforms, supporting operational teams and external clients. Led complex service ecosystems, improving usability, accessibility, and efficiency while working with developers and stakeholders in agile environments.

Key Achievements & Responsibilities

- Led the design of CRMs and mobile services used by frontline and operational teams
- Created user journeys, wireframes, system maps, and interactive prototypes
- Ran inclusive user research and usability testing to validate accessible, evidence-based design decisions
- Worked with clients to identify user needs and service pain points
- Collaborated with developers to ensure designs were accurately and efficiently delivered
- Produced documentation, training materials, and release testing plans
- Designed interfaces aligned to standards and design systems to ensure consistency across services

Sep 2016 - Jan 2020
Junior Graphic Designer
Eigo App Studio

During this role I designed CRMs, applications, and websites for international clients, supporting user-centred service delivery across multiple platforms. Worked with developers and stakeholders to improve usability, accessibility, and quality.

- Designed interfaces and multi-platform digital experiences
- Contributed to branding and visual systems for consistent, accessible service delivery
- Created user flows and layouts to support engineers and operational teams
- Produced marketing materials to support service adoption
- Worked with developers to refine designs and ensure quality