



Contact & Location

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Shrewsbury, Shropshire
[Portfolio @ https://tomokane.com](https://tomokane.com)

Industry Knowledge

- Product Design
- User Interface
- User Experience
- Interaction Design
- Wire-framing
- Design Research
- Prototyping

Tools

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Word
- Excel

Soft Skills

- Premiere Pro
- After Effects

Industry Skills

Product Design, User Interface (UI) Design, User Experience (UX) Design, Interaction Design, Wire-framing, Prototyping, Auditing, Flowcharting, Time Management, Strategic Planning, Team Collaboration

Education

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

References

Edward Moody
Accountant,
Emerald Nursing

Lara Umipig
Business development and software quality analyst,
AtWrk

Tom O'Kane

UX / UI Designer & Contractor, OEA / Brand manager

Professional Summary

I am a UI/UX Designer with 8 years of experience designing and enhancing SaaS and bespoke software solutions. I specialise in transforming complex, underperforming systems into intuitive, high-performing applications and CRMs.

With strong problem-solving skills, creative insight, and a deep technical understanding of large-scale software, I deliver user-centred designs that drive engagement, improve efficiency, and produce measurable business results.

Employment History

Jan 2025 - Present

UI / UX Designer, Product Manager Consultant, Freelancer

As a consultant, drawing on nearly a decade of experience with large SaaS ecosystems and bespoke applications, I've helped clients scale existing products, streamline business operations, and revamp dysfunctional user experiences - my favourite part of the job. I collaborate with cross-functional teams to establish effective flows and solutions, then work closely with developers to deliver improved, high-impact user experiences.

Key Responsibilities:

- Audit digital ecosystems and business processes
- Redesign workflows to improve efficiency and usability
- Conduct user research and usability testing
- Communicate design solutions and rationale to development teams
- Manage development timelines, testing, and project sprints

Jan 2020 - 2025

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

Initially joining as a UI/UX Designer, I expanded my role into business development and brand management, designing full cross-platform ecosystems for both client projects and in-house services. I consistently improved product usability, streamlined workflows, and enhanced overall customer experiences.

Key Achievements & Responsibilities:

- Led the design and delivery of CRMs and mobile apps to streamline client operations
- Produced click-throughs, flow diagrams, system maps, and marketing assets
- Conducted user research to inform and validate design decisions
- Worked directly with clients to identify pain points and develop tailored solutions
- Collaborated with developers to ensure accurate and efficient implementation
- Maintained branding, documentation, and training initiatives across teams
- Managed testing plans and support teams to ensure smooth product launches

Sep 2017 - Jan 2020

Junior Graphic Designer Eigo App Studio

At Eigo, I led the design of CRMs, applications, and public-facing websites for international companies, ensuring end-to-end success for their products and services, as well as measurable improvements for the engineers and workers using them. I also created physical and digital marketing materials and worked with developers to refine products and ensure quality control.

- Created corporate branding
- Planned and executed social media strategies
- Lead design on advertising material and print
- Designed multi-platform ecosystems