

Tom O'Kane

UI / UX Designer

Contact & Location

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Shrewsbury, Shropshire

[LinkedIn @ linkedin.com/in/tom-okane/](https://www.linkedin.com/in/tom-okane/)

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

Technical Tools

- Figma, Adobe XD, Balsamiq, Axure, InVision, Adobe Creative Cloud (Photoshop, Illustrator, InDesign)
- Miro, FigJam, Notion, Microsoft Forms, GitHub,
- Working knowledge of HTML, CSS

Industry Knowledge

- Product Design, UI / UX, and Interaction Design
- Wireframing, Prototyping, journey mapping & Responsive Design
- Design Research & Evidence-based Decision Making
- Inclusive & Accessible Design (neurodiverse users, learning difficulties) accessibility auditing and implementation review.
- Design Systems & Standards (including government-style delivery)
- Work with AI to create fast paced prototypes
- Knowledge in sectors such as; private healthcare, security, high-street retail, POS, food & drink, charity, engineering, education.
- Self-hosted and AWS environments (Docker, deployments, automation, backups, testing, DevOps); home lab setups for development and QA.

Delivery & Consultancy Skills

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

Education

Hereford College of Art
BA, Bachelor of Arts (Honours)
Graphic & Media Design

Professional Summary

I'm a User Experience Designer with 10 years' experience improving B2B, SaaS and bespoke digital services. I specialise in transforming complex systems into simple, accessible, and user-centred services across web and mobile platforms.

I have worked across private healthcare, security, high-street retail, and POS digital solutions. I've also designed for charity, engineering with education with consideration for neurodivergent learners. I design systems from the ground up and rework existing platforms while catering to diverse user stories. I deliver evidence-based design solutions using design systems and GDS design standards. My goals have included visual refreshes, system recreations, improved usability, reduced drop-offs, increased efficiency, and creating more enjoyable solutions for both users and organisations.

Employment History

2025 - Present

UI / UX Designer, Product Manager

Consultant & Freelancer, Shropshire / Shrewsbury

A focus on diagnosing service problems, improving accessibility, and unblocking delivery teams. I lead discovery, mapped broken user journeys and worked within agile, multidisciplinary teams to design, prototype, test, and improve underperforming digital services.

Key Responsibilities

- Worked across charities, education, private healthcare, e-commerce, and policing/security sectors, designing and implementing infrastructure systems, websites, apps, and CRMs.
- Created 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 and owned design rationale and prototypes to developers and stakeholders
- Supported delivery in agile, sprint-based environments and worked with stakeholders to define and meet success metrics
- Mentored and upskilled multidisciplinary teams, leading training on systems and infrastructure I designed and authoring supporting technical documentation.

2020 - 2026

Lead UI / UX & Product Designer

AtWrk LTD - Software Development Company, Remote / Shrewsbury

I designed and delivered digital services across web and mobile platforms, supporting operational teams and external clients. Led complex service ecosystems, improving usability, accessibility, and efficiency.

Key Achievements & Responsibilities

- Led the design of CRMs and mobile services used by frontline and operational teams
- Worked with clients to identify user needs and service pain points
- Collaborated with developers to ensure designs were accurately and efficiently delivered
- Produced and trained staff on documentation, training materials, testing plans
- Designed high-fidelity designs and interfaces aligned to standards and design systems to ensure consistency across services
- Collaborated cross-functionally with Developers, Engineers, PMs and Customers to deliver pixel perfect products

2016 - 2020

Graphic Designer

Eigo App Studio, Couldson South / Croydon

During this role I designed Marketing assets, 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