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Lead Product Designer • Yaspa

2024 - Present

My role evolved at Yaspa into a Product design role as i've taken the initiative to own my work end to end. Added key responsibilities involve gathering requirements from stakeholders and simplifying them into intuitive user flows and tracking the success of features once released. I was also give the opportunity to lead the hiring process for a UI designer to join the product team and report into me.

- Lead the research, design and delivery of our award winning Intelligent Payment product. Benchmarking score showed a 3% conversion difference when compared against our shorter core pay-in journey.
- Key member in building our USA payment product, working with our US tech partners and developers to understand complex requirements and tech limitations to create a user friendly A2A payment journey.
- Hired a UI designer and supported her as she worked with stakeholders to design our new Admin Dashboard.

UX Designer • Yaspa

2019 - 2024

I started at Yaspa as a UX Designer. I'm responsible for the UX of our core payment products which transacts billions of dollars, as well as our admin/internal dashboards.

Key responsibilities involve building out and owning our design system. Conducting user research (interviews, usability studies, surveys etc) to understand user needs and translating those needs into actionable design decisions. Creating high fidelity wireframes and prototypes.

- Designed our core payment journeys with a conversion rate of 85%
- Took ownership of a project to asses all customer integrations and align the deposit page UX to maximise share of wallet, leading to large uptick in revenue.
- Implemented a new stage in the customer onboarding process to ensure UX positioning on merchant sites is aligned with our best practice.

UX Designer Course • General Assembly

Sept 2018 - Dec 2018

General Assembly run a 12 week, full time boot camp where they teach the foundations of UX design methodology and apply the learning to real world projects. In our final project I worked with other designers on the course to redesigned the booking flow for a London based at home beauty booking service. We conducted competitor analysis and user interviews with their customer base to find pain points and turn those into new user flows and prototypes in their existing brand.