

# Thomas Whitehead

## Curriculum Vitae

For examples of all work:  
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Referees available on request

With 10 years working in product design, and 10 more preceding that in graphic design for digital, print and motion graphics, I've led at every stage of the process – from research, concepting and presentation through to brand delivery, interactive design and meticulous control of final delivery.

I have deep expertise in using Figma's full feature set to deliver systems-orientated design and prototypes, as well as strong technical skills in Photoshop, Indesign, Illustrator, After Effects and Premiere with a working knowledge of HTML, CSS and 3D modelling software.

As a cross-platform product designer, I'm proud to bring generalist graphic design experience to my work having experience in typography, video, animation, illustration, print and exhibition design. I have designed for apps with complex systems interactions as well as web and focus based navigation for smart TV.

I have considerable experience in rolling out digital rebrands and building out design systems, enhancing teams' ability to deliver consistent, scalable work. I never stop thinking about how visual language, words and interactive feedback are received by a human and how it makes them feel and act.

I can communicate this to clients and stakeholders; I work well in cross-functional teams – collaborating, guiding with data and research and learning from others; and I can keep the focus on delivering real results throughout.

Working on long contracts has allowed me to focus on leading transformational projects. However, in later roles I have greatly enjoyed leading other designers and their working processes and development, while advocating for the importance of design culture within the larger organisation.

### **Togather** **Design Lead** 2023- Perm

- Leading product design across the Togather platform, implementing a site refresh, maintaining a design system and enhancing UX.
- Leading the design team – overseeing brand, marketing and commercial work

### **Atellio** **Lead Product Designer** 2022-23 (8m) Perm

- Design, implementation and documentation of Design System, Component and Pattern Libraries in Figma and Notion.
- Feature development including Booking, Assignment, Templating and Asset Management as well as IA and Navigation design.

### **Soho House** **Lead Product Designer** 2021 (9m) Contract

- End to end design of location based member connectivity feature on iOS / Android app – research, design workshopping, feature testing, user flow and UI design.
- IA and Navigation design.

### **Bloom&Wild** **Interim Design Lead** 2020 (5m) Contract

- Overseeing development and application of Agency led rebrand across the digital design system ahead of TVC campaign.
- UX optimisation including Subscription management and Product Cards.

### **Fybr** **Product Designer** 2019-20 (1y) Freelance

- Full design for fitness, diet and wellness app on iOS/Android.
- Leading brand and visual design development.
- Video Asset direction and production.

### **Allplants** **Digital Designer** 2018-19 (9m) Contract

- Design of product pages and sign up, account management, landing pages, blog.
- Improvement of QA and Delivery process working with third-party development house.

### **Safara** **Product Designer** 2018 (6m) Freelance

- Full site designs for Membership signup and Hotel Booking.
- Membership model and customer retention strategy exploration and research.

**TVPlayer**  
**Product Designer**

2018 (6m) Contract

- Design System for Video Streaming Platform across Amazon Fire, Android, iOS, Chromecast, Apple TV, Xbox, Windows, Roku and Desktop Browser.
- Redesign of Homepage and Subscription pages to improve sign-up.

**Tails.com**  
**Digital Designer**

2017-18 (11m) Contract

- Leading rebrand including all new photographic art direction, UI design system and brand guidelines.
- Sustained UX optimisation of sign up, checkout and user dashboards.
- Full video content production.

**Onefinestay**  
**Digital Designer**

2015-17 (1y 6m) Contract

- Leading full re-design of their website, from homepage, and inspirational content areas, through to search, listings and checkout to bring in line with new brand direction and ensuring a good user experience across all devices.
- Utilising prototyping, qualitative research and continual A/B testing to integrate editorial content into user journey and drive real improvements in bookings.

**Blurb**  
**EU Design Lead**

2011-14 (3y 3m) Perm

- Design of digital communications, printed literature, display advertising, event signage, campaign and PR assets, product photography and video production.
- Development of international branding in collaboration with US Creative Director and localisation of EU specific marketing communications.
- Management of production schedules and direction of third-party agency creative.

**Blue Hive / Wunderman**  
**Interactive Designer**

2010-11 (1y 3m) Contract

- Development of promotional microsites for Ford Vehicles utilising video and animated graphics in interactive frameworks.
- Development and documentation of brand standards for all EU Ford online activity.

**Chemistry**  
**Communications**  
**Senior Designer**

2007-10 (2y 11m) Perm

- Design of online campaign assets for Diageo, Unilever, Aviva, Emirates and Cadbury.
- Art direction and interactive design of DMA and Brand Experience Gold Award winning "Velvet Tree Detectives" microsite for SCA Design.
- Placement in house at RAC (Aviva) assisting in the full redevelopment of their site.

**EMP Group**  
**Magazine Designer**

2003-04 (1y 5m) Perm

- Co-designing stylesheets for 7 celebrity fronted lifestyle titles.
- Overseeing photoshoots; laying out, picture-editing and illustrating for editorial and advertorial features. Overseeing production and proofing pages for print.

**Other Work**

2002 - Present

- Virgin Sports (2015) Brand Bible produced for AKQA.
- Havana Club (2015): Video recording of 360 video content in Havana.
- Moo (2015): Showreel used to present review of all work.
- Drink Factory (2014) Photography and video for Bar Termini and 69 Colebrooke Row.
- Kele Okereke (2010): Animated video for the single "On the Lam" with Nova Dando.
- CassettePlaya (2007): Video and animation for London Fashion Week catwalk show.
- XM (2007): Microsite and display advertising for HSBC, Nationwide and Colgate.
- LPIP Sydney (2006): Flash development, illustration and design of web and print promotional material for hospitality clients including the Opera House bar.
- Time Out Magazine (2002): Editorial illustrations.
- Athenscape (2002): Exhibition design for RIBA show with Tessera Architects.

**Education**

1998-2002

- 2:1 Illustration Ba from University of Brighton
- A-levels in Art, History and English Language and Art Foundation Level.

**Other Interests**

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- I am a keen music collector, DJ and photographer, and particularly enjoy travel. I'm also very interested in film, enjoy the gym and spending time with my dog.