



Thomas Whitehead Curriculum Vitae

For examples of all work:
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Referees available on request

I've been working as a designer since 2002 – both client and agency side. I've led at every stage of the design process, from researching, concepting and presenting ideas through to design, brand guardianship, interactive development and meticulous control of final delivery.

I have deep expertise in Figma 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 considerable experience in rolling out digital transformations and 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 supporting other designers and their working processes and development, advocating the importance of design thinking from within the organisation and it is here that I want to focus my next step.

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 workshoping, 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 fitness and diet app design for 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.
- Support of existing design team and recruitment.

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

- No, Thank You (2020) eCommerce site for CBD based skincare.
- 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 show at RIBA 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