

# Tom Wheeldon

## UX/UI Designer based in Oxford

tomwheeldon.com tom@wheeldons.co.uk

### Skills

Rapid Prototyping, User Flows, User Testing, Information Architecture, Product Design, Graphic Design, UX/UI Design

### Experience

Over 5 years of experience working in Design

#### UX/UI Designer @rhino.fi

03/'22 – Present

Building the best UX in DeFi

- Leading design for introducing gamification to the platform, by learning about gamification frameworks, running ideation workshops, and delivering high fidelity prototypes.
  - A new feature generated over \$85,000 of revenue in 14 days.
- Led design for the bridge experience, by optimising user flows, rapid prototyping, user testing, and delivering dev ready designs.
  - Bridge usage increased by 200% in 1 month.
- Championed the implementation of a design system to create consistent design, and accelerate designers work across the business.
  - This enabled reskinning of the webapp in 80% less time.

#### UX/UI Designer @cloudapps

09/'22 – 10/'23

AI SaaS revenue intelligence platform

- Led design for AI sales insights platform, consulting on product strategy, delivering low fidelity mock-ups, choosing FE framework, creating demo experiences, and working with Lead FE Architect to deliver MVP.
  - Secured customers such as Vodafone directly because of the MVP.

#### Product Designer @RM

02/'20 – 03/'22

Education Technology innovation solutions

- Supported Head of Innovation, by working on innovation strategy, building and maintaining an atomic design system, running workshops, and creating an asynchronous user testing method.
  - Reduced user testing time by 87.5%.

### Education

#### BSc Product Design and Technology

09/'16 – 06/'19

Loughborough University 2:1 with 1 year in industry

### Principles

Kaizen, Design Thinking, Product Thinking, First Principles Thinking, Octalysis Gamification Framework

### Tools

Figma, FigJam, HTML/CSS, Design Tokens, Design Systems, Material Design, Human Interface, Midjourney, Rive

### Interests

Gaming, Trail Running, 40k, Gamification, Human Computer Interaction, XR, Web3