

Barnaby Thomas

I'm an experienced designer with over 6 years in product and UX, plus 10 years in digital, brand, integrated and industrial design. I've lead teams and projects in start-ups, agencies and corporates across six continents.

Currently Product Design Manager at Pizza Hut Digital Ventures (PHDV), I've lead key projects including: global ecommerce app (a consolidated app to be used in 14+ markets); global order tracker; scaling brand and pattern library standards across 20+ markets; CRO. PHDV is a 'tech and innovation hub' that brings in over \$1 billion in revenue through its web and app experiences.

I'm driven by results, always questioning the expected outcome or value of a project. I try not to sweat the small stuff or get fixated by perfection, but use that energy to create impact.

I'm obsessive about using data, insights and user research to help guide thinking or validate decision-making. But I'm also a big advocate for the importance of softer measures such as brand, art direction, UI and 'delight'.

I find deep work, self-sufficiency and working on multiple synchronous projects very easy. I love to collaborate. The management, presentation and communication side are essential components that I've had to work harder at but am now regularly sharing my strategy, thinking, designs and outcomes effectively to teams, stakeholders and 100+ audiences.

WORK EXPERIENCE

Product Design Manager

Pizza Hut Digital Ventures
Promoted from Lead Product Designer
Apr 2019 - now

Senior UX Designer

Contractor. Clients inc. Lab Agency,
Moo.com, Mindshare
Jul 2018 - Apr 2019

Creative Lead

Babylon Health
Promoted from Senior Designer
Mar 2016 - Jul 2018

Senior Designer

Cello Group (now Lumanity)
Dec 2011 - Dec 2015 (the last 1.5 years
were part-time alongside other projects)

Designer

Contractor. Long-term clients inc.
Spring Agency, Pinnaclesports, MRA PR,
British Youth Opera
Sep 2007 - Sep 2011

Industrial Designer (placement year)

Nokia
Aug 2005 - Sep 2006

EDUCATION

Loughborough University

2:1 Industrial Design and Tech. BA (Hons)
+ Diploma in Professional Studies
Sep 2003 - Jun 2007

Digital Marketing Institute

Dec 2016 - Sep 2016
Diploma in Digital Marketing

PERSONAL

I've always loved side-hustles and have founded a number of projects, notably: WB Magazine, a printed publication featuring writers from The Guardian, Courier, Dazed and Crack Magazine; Kumutu, an online adventure sports aggregator; Jamborees, a series of live music nights; Clapton Festival, a music, art and street food festival. My current project is a cycle hire business on the coast.

In my spare time I play a lot of sport, have restarted piano lessons after 25 years and am slowly becoming obsessed with tending to my plants.

PORTFOLIO

www.barnabythomas.co.uk

Some of the work is confidential.
Please email for password

EMAIL

hello@barnabythomas.co.uk

PHONE

+44 (0)7717 377456

DESIGN EXPERIENCE

- Leadership, management, presentation, strategy
- UI, wireframing, prototyping
- CRO, AB/MV testing
- Qualitative user research (guerrilla, remote, in-person)
- Quant research (analytics, insight software)
- Agile, scrum
- Interaction, motion
- Branding (inc. guidelines)
- Art direction
- Digital marketing
- Print (OOH campaigns, magazines, posters, flyers)

SOFTWARE

- Figma, Sketch, Adobe XD
- Adobe Creative Suite
- Principle
- Optimizely
- Contentsquare, Hotjar
- Google Analytics
- usertesting.com (+ similar)
- Zeplin and Invision
- Google Docs, Microsoft Office

REFERENCES

Available on request