

Tom Braybrooke
Senior Product Designer
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Committed to creating exciting and intuitive solutions that bring genuine value to the people using them

Portfolio

<https://www.tcbraybrooke.com/>

Experience

June 2023 - Present

Product Design Lead - companiions

companiions is an employee benefit that empowers teams to achieve work-life balance. Employees have the flexibility to choose from a wide range of in-person, on-demand services, all tailored to their unique needs

Within this role I have been central to delivering a strategic adjustment from direct-to-consumer to B2B; forming the direction and quality standards for the design, build and release of a brand new app and website via a compelling product roadmap, driven by the needs of our customers and clients; while continuing to deliver high-quality design output.

My impact extends across multiple internal teams including tech, customer success, sales and marketing; ensuring all areas of the business are supported in delivering our wider business strategy.

August 2021 - June 2023

UX/UI Designer - companiions

I joined the companiions as the second member of the product team and the sole designer. My responsibilities included implementing an end-to-end design process, focusing on user research and the implementation of new feature updates to our native mobile app and backend admin system; delivering an impactful and reliable service as we scaled the business.

I successfully led multiple projects including an in-depth user research piece leading to optimisation within the booking flow, a complete redesign of the companion onboarding and profile experience, and ongoing admin portal improvements enabling customer success and marketing teams to effectively support our users.

March 2021 - August 2021

UX/UI Design Lead - Red C Mobile / Appoly

I worked with clients to understand their business needs and the problem to be solved; refining their concept into a viable solution with a clear list of requirements before creating high quality designs, ready for delivery.

Following the addition of a Junior UX/UI Designer to the design team my responsibilities were extended to provide support and guidance to aid personal development, manage workload and schedule design resource

April 2021 - May 2021

UX/UI Designer - Low6

As part of a short-term team augmentation, I joined Low6 to deliver an internal compliance dashboard; providing the business with an extensive and easy-to-use compliance initiative and user management tool.

The project utilised agile methodology and scrum framework to deliver designs over the course of two 2-week sprints. I was integrated into an existing scrum team and worked closely with the product owner, front & back end developers and QA resources to create an entirely new system - presented to key senior stakeholders via an interactive prototype.

June 2018 - March 2021

UX/UI Designer - Red C Mobile

Within the design process I utilised user journeys, personas, sitemaps, wireframes, interactive prototypes and high fidelity visual design to create simple, clean and intuitive B2B and B2C digital products for both mobile and web platforms in a variety of industries - helping clients develop initial ideas into tangible digital products, ready for release.

I was also responsible for developing & improving internal processes within design & sales, improving efficiency and encouraging collaboration between internal teams. As of May 2020 Red C was brought under the ownership of Appoly Ltd, extending my reach to cover clients from both companies.

Education

MA User Experience Design | Distinction

Loughborough University

September 2016 - September 2017

BA Industrial Design and Technology | 2:1

Loughborough University

September 2012 - June 2016

References

Available on request.