

Will Thomas

Product Design



Product design leader with over 15 years' experience in startups and scaleups. I build principled design teams, shape strategy, and create honest, user-centred digital products. I'm drawn to meaningful missions, high-trust teams, and thoughtful design, grounded in care and conviction.

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EXPERIENCE

Career Break / Bereavement

Feb 2025 – May 2025

Stepped away from work to support my family through a period of transition and loss. Now ready to bring renewed focus and care to work that matters.

Gaia / Product Design Lead

Feb 2024 – Feb 2025

Modular, mission-led fertility financing products in a lean team of generalists.

- Expanded Gaia's US market reach by 90% through modular product design and supporting partnerships.
- Delivered 5% conversion of the total market in 3 months through rapid iteration.
- Sustained NPS of 75 as UK revenue grew 7x in 18 months.
- Designed, built, and shipped MVPs using lightweight tools (Typeform, Zapier, Looker).

Birdie / Head of Product Design

Mar 2022 – Jan 2024

Homecare platform supporting care agencies with digital tools and services.

- Doubled the design team from 3 to 6; supported 3 team promotions.
- Defined team principles, career paths, and product design strategy.
- Led design system creation and accessibility audit across key products.

ON THE SIDE

Below The Glass Horizon

A science fiction audio book co-authored with ChatGPT.

This TBH

A podcast about design, including guests Daniel Burka, Cennydd Bowles, and Vuokko Aro.

Post Crisis Economics

A podcast mini series exploring how economics shapes our world view.

Get Well Gamers

Volunteered for a charity putting games consoles into children's hospitals.

EDUCATION

Multimedia BA Hons

Nottingham Trent

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EXPERIENCE - CONTINUED

Nested / Head of Design

Jul 2019 – Mar 2022

Consumer facing tools to put transparency back into home selling and buying.

- Co-authored product strategy and introduced customer research at core.
- Made design visible across company; led full digital rebrand.
- Hired and grew internal team; built partner agent design toolkit.

MyBuilder / Product Design Lead

May 2013 – Jul 2019

Marketplace helping homeowners find trusted tradespeople.

- Contributed to successful acquisition by IAC in 2017.
- Led redesign of applications for both sides of the marketplace.
- Supported business model change and brand development.

EARLY CAREER

Freelance / Designer and Developer

2012 - 2013

Loft Digital / Designer and Developer

2011 - 2012

Videogamer.com / Intern

2010

SKILLS

Design Leadership

Design Strategy

People Management

Systems Thinking

Storytelling

Cross Functional Working

Facilitation

Rapid Prototyping

User Testing

Design Systems

Prompting

INTERESTS

Parenting

Father of twins.

Writing

Novellas, short stories, and articles on design.

Music

Drums, guitar, recording and production.

Home renovation

Currently on my second Victorian renovation.