

Thomas Saldanha

UX & Product Design Leader

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PROFILE

UX and product design leader with 11+ years' experience delivering digital products, services and transformation programmes for organisations including HSBC, Samsung, E.ON, ArcelorMittal, Laced, CVS, Sainsbury's, EE and Bupa Global.

I work end-to-end across product strategy, discovery, user research, interaction design, service design, prototyping, testing and delivery. I utilise data and customer insight to turn complex problems into clear direction and measurable outcomes.

Experienced leading multidisciplinary work, partnering with founders and senior stakeholders and line managing and mentoring designers.

Currently on a career break for paternity leave, following the birth of my second daughter in June.

SKILLS

Product Design, UX Design, User Experience Design, UX Strategy, Product Strategy, Product Discovery, User Research, Interaction Design, Service Design, Information Architecture, Prototyping, Usability Testing, Card Sorting, Tree Testing, Service Blueprinting, Design Systems, Data & Analytics, Design Leadership, Stakeholder Management, Workshop Facilitation, Cross-functional Collaboration, Figma, Google Analytics, Hotjar, Microsoft Clarity

EXPERIENCE

UX Director, SampsonMay

APR 2024 – APR 2026

- Owned UX across multiple client accounts, from discovery and strategy through to UX design, testing and delivery.
- Led the research, strategy and UX for ArcelorMittal's global corporate platform, contributing to +72% page views, +25% engaged sessions and +42% file downloads.
- Defined and validated ArcelorMittal's global information architecture through analytics, stakeholder and user research, card sorting, tree testing and user testing, reducing it by 30%, from 98 to 68 pages, with 81.6% task success.
- Led the UX for IMI's global website rebuild, contributing to a 122% increase in average engagement time, 31% uplift in engagement rate and 48% increase in views per visit.
- Defined UX strategy for winning pitches including IMI and ArcelorMittal, while building the agency's UX capability and mentoring designers across projects.

Associate Design Director, Tata Consultancy Services (TCS)

FREELANCE · MAY 2023 – OCT 2023

- Supported the redesign of CVS Pharmacy software serving 200M+ patients a year, translating complex healthcare workflows into clearer digital experiences.
- Worked directly under the Executive Creative Director, supporting the management of an 8-designer team across the CVS Pharmacy redesign.

Founder, Credit Hop

APR 2022 – JAN 2024

- Founded and ran alongside my roles at Laced and TCS and full time between them.
- Developed a consumer FinTech proposition using open banking to help customers avoid unnecessary interest payments.
- Received £240k in verbal commitments from 10 angel investors for a pre-seed round, which ultimately did not proceed due to changing market conditions.

Head of UX Design, Laced

AUG 2021 - OCT 2022

- Joined as the first product hire, working directly with the founder across customer products, internal tools and warehouse operations while helping scale the wider product team to 20+.
- Redesigned the end-to-end authentication operation, reducing authentication time by 38%, increasing daily capacity by 26% and saving £2.4k in weekly overtime and £5.2k per week through fewer lost sneakers.
- Turned 70,000+ historical support tickets into usable demand data and designed self-service improvements that reduced WISMO contacts by 22%.
- Built the evidence and commercial case for two weekend support hires, reducing Monday's backlog by 54%, while also helping hire and mentor the growing product and design team.
- Defined the service model and designed touch-first interfaces across authentication, returns, customer support, delivery integrations and product photography, working with product, engineering and operations through rollout.

Lead UX Designer, Digitas

MAY 2019 - AUG 2021

- Promoted from Senior UX Designer to Lead UX Designer, leading multidisciplinary design work across major global client programmes.
- Led HSBC Premier experience strategy and research, identifying 750+ experience opportunities, increasing likelihood to explore targeted products by 70% and reducing application completion time by 21%.
- Led research and UX for E.ON's app navigation, testing with 190 customers and achieving 86.2% tree-test success, +7% key task completion and -13% time on core tasks.
- Led UX strategy for winning pitches including HSBC Fusion, HSBC Business Banking App, Expedia App and E.ON App.
- Other clients included Hastings Direct, Honda, GSK and Saudi Aramco.

Senior UX Designer, Digitas

JUN 2018 - MAY 2019

- Promoted to Lead UX Designer in May 2019.

Midweight UX Designer, Iris

NOV 2016 - JUN 2018

- Led UX across multiple Samsung products, including Samsung Backstage App, and defined cross-sell strategy across official Samsung product detail pages and global channel partners including Amazon, Vodafone, EE, Carphone Warehouse and O2.
- Led UX strategy for winning pitches including KFC, Samsung Backstage App, Samsung Backstage Elite App and Farrow & Ball.
- Other clients included Robinsons, Shell, Value Retail and Wacom.

Junior UX Designer, DARE

JUL 2015 - NOV 2016

- Delivered UX and digital strategy across client work for Sainsbury's, EE and Vision Express.

EDUCATION

Bachelor of Arts (BA) Product Design, 2:1, Leeds Metropolitan University

SEP 2011 - AUG 2014

ADDITIONAL EXPERIENCE

Lance Corporal, British Army (Reserve), 7 Rifles

SEP 2007 - JUL 2011

- Seconded to 3 Rifles in 2009 for Op Herrick 11, Afghanistan, serving as a Vallon operator responsible for searching for improvised explosive devices.