

Product designer living in Basingstoke, currently working as a Product Designer for Idean 🎉

Intro

Nearly 10 years experience that spans the true product lifecycle, I'm passionate about delivering products that solve genuine problems for both users and businesses.

Through a constant process of iteration and testing, I work closely with stakeholders to identify real value, then deliver them to users.

Contact



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Services

Digital / product strategy

Interaction design

Experience mapping

User research methods

Information architecture

Sketching & wireframing

Prototyping

Service design

Tools

Sketch, Invision, Axure,

Adobe CC, Flinto, Keynote,

Slack, GSuite, Office.

British Gas (Idean)

Jan 2019 — Present

Working in a cross-functional, design-led, product team to help British Gas organise and to deliver a world-class, digital experience as a departure to customer reliance on contact centres.

Delivered the pay an invoice MVP and will now allow a proportion of the 150K people who call the contact centre each year to settle an excess invoice to pay online. Based on the current adoption rate of our pay online service, that could amount to an annual cost saving of £750K.

Avis

Jun 2018 — Dec 2018

Responsible for the lifecycle of the product, from research through to UI prototypes. Establishing new ways of working including the creation and use of pattern libraries and version control for Sketch files.

Using both qualitative and quantitative user testing we identified key areas of improvements for the Avis App and their self serve offering with connected cars.

John Lewis

Apr 2018 — Jun 2018

Lead UI/ UX designer responsible for the lifecycle of the product. A typical workflow would consist of competitor analysis and user research, followed by in house testing from an interactive prototype.

Created high fidelity designs using Sketch supercharged with the help of Zeplin and Abstract for version control.

British Airways

Mar 2017 – Apr 2018

Pinnacle in the adoption of modern technologies such as Sketch and prototyping software such as Flinto, I helped establish a new way of working using such methodologies such as Lean UX, Google Design Sprints.

I helped develop a consistent style guide ready for future iterations alongside homepage redesigns, user research and moderating of Design Sprints.

Bulk Powders

Jun 2016 – Mar 2017

Redesign of Bulk Powders website using their newly created brand. With focus on researching user behaviour such as devices, peak traffic and page flow to create a truly user-centred design. It was critical that not only did the website outperform their competitors through speed but visual delight.

Delivering the design as part of an agile team through a four phased approach of analysis, wireframe, design and interaction.

Three

2015 – 2016

The AA

2012 – 2014

Carphone Warehouse

2014 – 2015

B&Q

2010 – 2012