TOM NEWSPRING (they/them)
Product Designer

EXPERIENCE

Product Designer at Addressfinder
April 2024 - April 2025 / Wellington, NZ (Hybrid)

API-as-a-service platform. I joined the new product team to set up in-house design functions and help introduce product-led development. After doing research to redefine success metrics and target markets, I led a complete refresh of the company's brand, main website, and CMS tech stack. UX/UI changes to the customer portal increased conversion by improving the onboarding and integration experience.

UX/UI Designer / Software Developer — Contract work
July 2022 - December 2022 / Remote

6-month project for a US-based client designing and building a custom web app using React and Node to simplify the client's internal processes; connecting it to their Shopify online store using GraphQL and the Shopify API. I was in charge of the entire project from design to delivery, including setting up environments and CI/CD pipelines.

Product Designer at OpsCentral
April 2021 - June 2022 / Wellington, NZ (Remote)

Kiwi startup creating an incident intelligence platform for firefighters. Data heavy project, with tons of datapoints and interactive maps; which I approached by creating a modular design system first to keep the experience consistent, easy to use, and predictable. With any early-stage startup, I did a bit of everything from brand design, to social media engagement, including producing monthly livestream roundtables with experts from the field. I also helped setting up the company's Notion workspace.

Volunteer Work / WWOOFing — Career break
April 2020 - March 2021 / New Zealand

Product Designer / UX Research — Contract work
January 2020 - March 2020 / Los Angeles, CA (Hybrid)

3-month project for a US-based client designing a custom mobile app to tailor inventory management to the client's industry-specific needs.

UX/UI Designer / Design Lead at Artupia
August 2019 - December 2019 / Milan, Italy (On-site)

Awarded Apple "App Of The Day" twice. Mainly in charge of the iOS app design and managing the Design team in a fast-paced startup environment; also working on the brand identity and company-wide design system. I also helped improve the company's workflows by introducing new tools, processes and frameworks.

Project Intern at Apple Developer Academy
June 2018 - July 2019 / Naples, Italy (Hybrid)

Worked on multiple missions as part of the Apple Developer Academy Alumni program. Designing tools around collaborative intelligence and metacognition; designing new ways of communicating across the workplace using the technology around; creating tools to improve the learning experience with new opportunities for peer-to-peer learning. Co-mentoring design activities at the Academy; and code, design and business activities at the Apple Foundation Program.

EDUCATION

Apple Developer Academy 2017-2018
Design, coding and entrepreneurship program

Université Sorbonne-Nouvelle 2014-2017
Cultural Studies, equivalent to a Bachelor of Arts

French High School Diploma Graduated in 2014
Scientific Studies, equivalent to an A-Level

My most important design tools: pen, paper, and a good question.

I'm a product designer with 5 years of expertise crafting user-centric experiences through thoughtful design, effective research, and a commitment to continuous learning.

My journey spans diverse industries like e-commerce, operational intelligence, enterprise software, metacognition research; where I've tackled challenges ranging from native mobile app interfaces to complex API-as-a-service products.

I believe understanding users, communicating effectively with stakeholders, and applying a systematic, accessible, and inclusive approach to design are the cornerstones of creating exceptional products.

Curiosity drives me to explore beyond the obvious, ensuring that my designs are innovative and user-centric.

INFO

hi@tomn.ch

linkedin.com/in/tomnewspring
Work history

behance.net/tomnewspring
Portfolio

Based in New Zealand (UTC+12/13)
Available to start ASAP, open to relocating
Full working rights in NZ and the EU

SKILLS

User-centric design with expertise in accessibility and inclusive design principles.

End-to-end product design process ownership, from research to implementation.

Design systems creation, documentation, and maintenance.

Complex data visualisation and information architecture.

Design thinking and problem-solving methodologies.

User research, usability testing, competitive analysis, and data-driven design decision making

Deep understanding of software development, developer collaboration and handoff best practices.

HTML, CSS, JavaScript, and Swift fundamentals.

Cross-functional team collaboration.

Stakeholder interview facilitation, management and presentation.

Remote and hybrid team collaboration.

LANGUAGES

English C2 / Fluent

French C2 / Native

Italian, German A2 / Elementary

Te Reo Māori A1 / Learning