

Thomas L Holland

Arvada, Colorado 80003 ■ 845.392.5523

tom@hollanddesign.nyc

www.hollanddesign.nyc ■ LinkedIn ■ Portfolio



EXPERIENCED DIGITAL PRODUCT DESIGNER

Exceptional leadership, critical thinking, and creative design talents leveraged to create engaging user interface/experience (UI/UX) and prototype design strategies.

Proven success translating design requirements and producing beautiful, customer-centric designs to solve complex problems. Skilled in leading creative/technical teams and collaborating cross-functionally to build consensus and ensure benchmarks, deadlines, and budgets are met. Talent for executing product development processes and delivering valuable end-user business outcomes.

Areas of Emphasis

- Customer-Centric Experiences
- Design Research / Solutions
- Product Development Processes
- Design System Management
- Prototyping / Wireframing
- Team Management / Collaboration
- User Experience (UX) Design
- User Persona Creation
- User Interface (UI) Design
- Visual Design / Communications

PROFESSIONAL EXPERIENCE

Cognizant Technology Solutions - Boulder, CO (remote)

Lead Product Designer | Nov. 2020 to Sep. 2022

Oversee product design needs for enterprise software; create assets and style guides that align with Cognizant Branding; collaborate with global teams to implement best UI/UX practices.

Lead designer on an in-house GitHub, allowing compliance, legal, security, business operations, and other engineering teams to efficiently collaborate and ship software.

- Sole designer on an end-to-end solution for ingesting data and operationalizing analytics enterprise-wide.
- Managed and contributed to a global design system in collaboration with branding, marketing, and content teams to execute a company-wide rebranding.

Holland Design, DBA - Remote Contract Works

Freelance Designer | Jan. 2016 to Present

Oversee client design needs; develop branding/marketing strategies; start-up and small business consultation; web hosting and development support.

Establish client needs and design website/mobile application. Integrate business/industry-specific requirements and develop brand strategy and marketing collateral. Consult on the creation of businesses and operations on a small scale.

- Recent clients include TARGET PharmaSolutions, Seamless Payments, and Author Sarah Kozloff.

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SoulCycle - New York, NY

Senior Product Designer | Oct. 2018 to Aug. 2019

Efficiently led project user experience (UX) and user interface (UI) designs; managed team workflow; created a design system across multiple platforms.

Served as Design Lead and oversaw all website-based projects. Translated project requirements into appropriate design solutions. Created user experience flows and interface designs and integrated them into new user acquisition campaigns. Led team operations and productivity for ten designers. Supported team design initiatives and activities.

- Improved account creation conversion rate by creating compelling customer-centric experiences
- Led website homepage redesign initiatives.

SALIDO - New York, NY

Senior Product Designer | Sep. 2016 to Sep. 2018

Oversaw design development and implementation plans; created company system and management applications.

Established a company-wide design language by implementing initiative plans and overseeing the development process. Designed complex web-based labor management and reporting tools and established guidelines and best practices. Assisted in developing point of sale (POS) and management applications.

- Optimized productivity workflow by creating a user-friendly, robust reporting system.
- Oversaw company design system development initiative.

Karhoo USA - New York, NY

Multidisciplinary Designer | Jan. 2016 to Jun. 2016

Directed mobile application and marketing collateral design activities for US operations.

Led consumer mobile application UI/UX design initiatives. Designed digital/print marketing materials. Collaborated with creative/technical departments. Integrated user requirements.

- Recognized as department leader for completing designs for UX workflows and print/digital marketing materials.

Relationship Science - New York, NY

Product Manager/Designer | Jan. 2013 to Oct. 2015

Worked with developer and QA teams and created requirements and designs for applications, tools, and system integrations.

Oversaw design, managed developer teams, facilitated ideation sessions, and designed unique concepts. Created iOS applications, web-based tools, and customer relationship management (CRM) integrations. Maintained company/industry knowledge and best practices.

- Served as Product Manager, UI/UX Designer, Team Lead, and Quality Assurance Specialist.

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EDUCATIONAL BACKGROUND

Bachelor of Science in Business Management & Design, Innovation, and Society, 2012

Rensselaer Polytechnic Institute, Troy, New York

TECHNICAL PROFICIENCY

Tools Sketch 3, Figma, Adobe (Illustrator, InDesign, Photoshop, Premiere Pro), Principle, InVision, Proto.io, Zeplin, Abstract, JIRA/Confluence, GitHub, HTML, CSS

Design User Interface (UI) Design, User Experience (UX) Design, Prototyping, Design Thinking, User Research, Responsive Design, Product Management, Quality Assurance