



**TOM HALL**

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## OVERVIEW

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12 years of product design experience in simplifying complex problems into usable solutions that engage users and drive adoption/retention.

## EXPERIENCE

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**09/2021 - 06/2023**

San Jose, CA

### Senior Product Designer

Bill.com

A provider of cloud-based software that digitizes and automates financial operations for small and midsize businesses.

- Delivered user solutions that met business objectives, legal risk and compliance standards, accessibility compliance, and increased activation for our direct and simple bill pay products for Bank of America.
- Led the design effort to redesign our simple bill pay product's onboarding and landing experience for Bank of America.
  - Requirements workshops, cross org design workshop, onsite JAD session, bill pay survey, unmoderated usability testing, and high fidelity prototypes.
- Developed a best practices Product Development Life Cycle for the bank partners channel.
- Solely led an internal design initiative to develop an online product demo to aid our Strategic Partnership team in closing and implementing new bank partners.

**05/2017 - 08/2021**

Pleasanton, CA

### Senior UX Designer

ICE Mortgage Technology

The leading cloud-based loan origination platform provider for the mortgage industry.

- Led a small design team in redesigning and releasing Encompass Consumer Connect.
- Solely led the design effort to build Encompass eClose, the companies end-to-end closing solution.

### Project Highlight: Encompass Consumer Connect

Challenge: Redesign and release the Encompass Consumer Connect product to meet an aggressive release target.

Approach: Conducted a product audit to scope the design effort. Collaborated with cross functional partners on roadmap planning and feature prioritization. Developed an interim style guide to improve product consistency and accessibility compliance. Supported the user researchers in usability testing to understand user pain points and validate design decisions.

Results: Successfully met the product's general availability release date and achieved the following milestones:

- Increased submitted loan applications by 20%.
- Enabled the sunset of the company's legacy product with full a migration to ECC.

02/2011 - 04/2017

Weston, FL

## EXPERIENCE

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### Visual Designer / UX Designer

Ultimate Software (UKG)

A leading cloud-based human capital management software company.

- Worked as part of a small team on the front end visual redesign of UltiPro.
  - Affinity diagramming, visual design, product reaction and repertory grid studies.
- Worked as part of a small team that built and deployed UltiKit, the company's first design system for UltiPro.
- Worked as part of a small design team on the redesign of UltiPro Recruiting.
  - Low fidelity concept designs, A/B testing, usability testing.

## EDUCATION & CERTIFICATIONS

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BA, Visual Design

Southern Connecticut State

University of California San Diego (Online)

- Social Computing
- Information Design
- Designing, Running, and Analyzing Experiments
- User Experience: Research & Prototyping
- Input and Interaction
- Design Principles
- Human-Centered Design

## SKILLS

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UX Research: User Research/Interviews, Usability Testing

Software: Lucid Chart, Mural, Balsamiq, Figma, Sketch, Adobe Illustrator, Adobe Photoshop, Adobe XD

Design Systems: Design, spec, audit and test components and constructs

Base knowledge of HTML/CSS coding

## PERSONAL

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An avid travel photographer and adventurer with exploration of 50+ countries across seven continents.

A continued determination to learn to speak Icelandic.

A passionate cook and foodie with a tasty Brazilian mocequa recipe almost nearing perfection.

A diehard animal lover and owner of the cutest Shih-poo in the world.