



TOM HALL | Senior Product Designer

[Email](#) | [Portfolio](#) | 914-413-1445

Culture-minded product designer with 14 years of experience shaping intuitive solutions that drive adoption, empower users, and meet businesses objectives. Proven ability to lead design initiatives from ambiguity to clarity across fast-paced, cross-functional teams.

PROFESSIONAL EXPERIENCE

03/2024 - Present

RealPage

Senior Product Designer, Moving & Payments

Payments Growth & Revenue Optimization

- Led the visual overhaul and product launch of LOFT Payments, delivering a modernized user interface and backend alignment; launched successfully in Q2 2025
- Executed a full reskin of the legacy payments platform to increase user engagement and adoption
- Reimagined the loyalty rewards experience, incentivizing users to shift from ACH to card-based payments through targeted rewards mechanisms, contributing to a 3% lift in credit card transactions and revenue in Q1 and Q2 2025

Feature Delivery & User Enablement

- Delivered a mobile remote deposit capture (mRDC) experience, enabling digital check deposits and improving operational efficiency for property management companies
- Launched Flex integration, a third-party solution enabling rent payment splits to support financial flexibility, cash flow management, and credit building for renters

Funnel Optimization & A/B Experimentation

- Designed and executed A/B experiments to optimize the payments funnel, continuously testing UI/UX variations to improve conversion rates and reduce drop-off
- Partnered with analytics and growth teams to identify user friction points using both quantitative signals and qualitative insights
- Contributed to a strategic effort to shift offline users online, enhancing operational efficiency and expanding the digital footprint

Moving Funnel & Offer Conversion

- Led UX strategy to increase take rate and drive revenue on product offers with third-party partners
- Redefined the end-to-end moving experience, including the resident checklist, marketplace, and checkout flows, eliminating friction and improving offer submission rates through data-informed UX revisions
- Designed and ran A/B experiments to optimize the moving funnel, continuously testing UI/UX variations with an improved conversion rate of 16% on internet orders in Q2 2025

PROFESSIONAL EXPERIENCE

09/2021 - 06/2023

Bill.com

Senior Product Designer, Payments

Platform Adoption & Onboarding Experience

- Delivered a full redesign of SIMBA's onboarding experience, streamlining account setup and system walkthroughs by leveraging user data to shape UI/UX around user intent and needs
- Redesigned SIMBA's bank-specific landing experiences for Bank of America and KeyBank, prioritizing payment initiation and scheduling over historical data to optimize task completion
- Increased adoption of the Simple Bill Pay (SIMBA) solution by 23%, and supported the successful migration of 400K Bank of America back book accounts

Product Migrations & Strategic Integrations

- Led the UX design and phased migration of Intuit Bill Pay (IBP) into the core IBP platform, driving system continuity through coordinated communication, redirection flows, and onboarding design

Marketing Enablement & Sales Acceleration

- Designed and launched interactive sales demos in partnership with the Bill Marketing team and a third-party B2B agency, highlighting the product's value proposition, differentiating from competitors, and accelerating the sales cycle

05/2017 - 08/2021

ICE Mortgage Technology

Senior UX Designer, Consumer Connect & eClose

Mortgage Experience Optimization & Product Modernization

- Delivered a full redesign of Encompass Consumer Connect (ECC) to improve usability, resolve persistent bugs, and modernize the borrower experience; launched successfully in Q3 2018
- Increased submitted loan applications by 20% through improved UX and conversion-focused workflows
- Led the successful migration from a legacy product to ECC, enabling full platform adoption and decommissioning of the legacy system
- Delivered Encompass eClose, the company's end-to-end electronic closing solution, to market in Q2 2021, supporting a fully digital mortgage lifecycle

02/2011 - 04/2017

Ultimate Software (UKG)

Visual Designer / UX Designer

UI Modernization & Design System Foundations

- Contributed to the front-end visual redesign of UltiPro, collaborating with a small cross-functional team to improve visual consistency and modernize the platform's user interface
- Conducted affinity diagramming, repertory grid studies, and product reaction testing to inform visual language updates based on user sentiment and perception
- Co-developed and launched UltiKit, UltiPro's first internal design system, establishing scalable patterns and design standards across the platform

EDUCATION & CERTIFICATIONS

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

UX Research

- User Research/Interviews
- Usability Testing,
- A/B Design Testing

Design

- Figma
- FigJam
- Miro
- Balsamiq
- Sketch
- Adobe Illustrator
- Adobe Photoshop