

Tom Reeve

Head of Design & Web · Design, Tech and Product

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Design leader and hands-on builder working at the crossover of design, technology and product. Fifteen years across design, development and product leadership, including growing a team from one to **40 designers and developers**. Currently own zyte.com end to end and act as Product Owner for a nine-person cross-functional squad, accountable for two conversion KPIs. Four years applying AI in production: I build the tools and platforms that let a whole team move faster, rather than using AI case by case. Systems thinker, still in the craft.

EXPERIENCE

Head of Design & Web ·

JUL 2023 → PRESENT

Zyte

- Own zyte.com end to end: information architecture, content, design and conversion. Product Owner for the web squad of two senior product designers, six developers and a QA engineer, with a dotted line into SEO and blog content.
- Accountable for the squad's two KPIs: visitor to paid subscriber, and visitor to data service enquiry.
- Designed and built Protozyte, an internal AI prototyping platform that auto-deploys prototypes from a GitHub push, taking teams from idea to a live, shareable prototype without engineering time.
- Built an AI site audit pipeline scoring 600+ pages against the company point of view on a five-dimension rubric, turning brand alignment into a tracked metric with a prioritised work queue.
- Consolidated fractured analytics, behavioural and sales-conversation data into one model, with an AI insight engine that surfaces and ranks friction against the two conversion KPIs.
- Redesigned the squad's operating model around decision rights: a single quality gate before work starts, decide-and-inform within the squad, and shared ownership across design and engineering.
- Rebranded and rebuilt the site for Extract Summit, Zyte's industry conference: brand, full asset suite and site front end designed in a weekend, live in two weeks.
- Run strategy and positioning workshops, and present quarterly plans and results to the senior leadership team.

Head of Design ·

MAY 2022 → JUL 2023

Kaizan

- Design leadership in an early-stage AI product company, working directly alongside engineering in short cycles.
- Ran user research first-hand, interviews through to synthesis, and translated findings into product strategy and roadmap decisions.
- Set the design direction and built the design system for the core product.

Head of Digital Product · Staysure

OCT 2017 → MAY 2022

Group

- Joined as a team of one and grew the function to 40 designers and developers across three roles in nearly five years.
- Owned digital product for a high-volume regulated e-commerce business, leading the product decisions behind a multi-brand purchase journey.
- Established conversion rate optimisation as a discipline, with structured experimentation against commercial targets.
- Built the design function from scratch: hiring, standards, design system and ways of working across design and engineering.

Previously Head of UX & Design (2019–2021) and Senior UX and Development Manager (2017–2019).

Digital Transformation Lead · University of

DEC 2014 → APR 2017

Northampton

- Led digital transformation for a large public institution: service design, a rebuilt digital estate, and changing how a slow-moving organisation shipped.
- Progressed through Digital Design Lead and Digital Services Manager before taking the transformation remit.

Earlier
roles

2009 → 2017

- Product Designer, freelance, Amsterdam (2017) · Head of Design, Digital Paint (2013–2014) · Web Team Lead, Creare (2012–2013) · Ecommerce Designer, Shebang Distribution (2009–2012).

SKILLS

DESIGN

Product design, design systems, brand and identity, prototyping, UX research, information architecture, accessibility

LEADERSHIP

Line management, hiring, coaching and performance development, operating models, stakeholder management, SLT presenting, workshop facilitation

TECHNICAL

Next.js, TypeScript, React, Tailwind, HTML/CSS, Docker, Traefik, Postgres, Cloudflare, Git

AI & DATA

LLM APIs, Claude Code, agent workflows, evaluation and cost modelling, BigQuery, analytics instrumentation, experimentation

SPEAKING & COMMUNITY

SPEAKER

The Marketing Meetup, one of the UK's largest marketing communities

SPEAKER & CONTRIBUTOR

NN1 Dev Club, the UK's largest developer community. Also contributed to the club's website

ALSO

PORTFOLIO

[tadarr.com](#) — five case studies with full detail on the work above

OUTSIDE WORK

Licensed drone pilot, 3D modelling and printing, and a homelab running Docker, Traefik and Tailscale. References available on request.