

# Tom Harle

Address details

Available

On request

tom@palumbus.co.uk

palumbus.co.uk

*A strategically-minded product & service designer with over 10 years experience of creating rich, customer-focused, multi-platform experiences.*

Digital technologies are still transforming whole industries, enabling smarter and more connected experiences. But with the exception of music, I think it's only recently that people's behaviour has started to fundamentally shift in this digital context. Mobility and travel, for example, are radically different experiences now because of Uber, AirBnB and Citymapper.

I'm itching to understand what else could change as this story unfolds, and what can be created to help people unlock that value.

I have experience in a range of sectors and have worked in all kinds of environments, from shoreditch start-up studios to corporate office parks in the developing world. I am at my best when leading and learning from small, agile and client-facing teams, developing focused solutions in the context of wider customer journeys.

Acting on a freelance basis for a number of years, I'm now looking for opportunities to more permanently settle in to projects where I could affect outcomes for real, lasting impact.

## Selected experience

*Smart Design London and Shanghai*

AD Experience Design; Mar–Jun 2016

*Developing an in-car experience vision and phased recommendations for the future of luxury car travel in China, using co-creation workshops in Shanghai as a starting point.*

*Poke London*

Experience Lead; Nov 2015–Mar 2016

*Prototyping and testing a new hyper-local platform for an innovation incubator space, incorporating door entry via smartphone, room booking, and shuttle bus ticketing. Also an outline experience strategy for a new visitor attraction at Wembley Stadium.*

*Sapient Nitro London*

User Research Consultant; Oct 2015

*Observation of a bank's in-house editorial team and their processes, to advise on business readiness improvements needed during a programme of digital transformation.*

*Dare Mumbai*

Experience Planning Director; Nov 2014–Sept 2015

*Leading customer experience for a new telco 'Jio' which will be India's largest 4G network. I was responsible for acquisition and account management, proposing a strategic app ecosystem to demonstrate the benefits of 4G. I then led co-creation of a world-leading cloud storage app with the local team, as well as a VoIP chat and video call app.*

*Rehabstudio London*

Experience Lead; Sept 2014–Jan 2015

*Prototyping concepts for new Android installations at global flagship retail locations.*

*Dare London*

Senior Experience Planner; Nov 2011–Mar 2014

*Experience Lead on EE, defining strategy and future interactions in the in-life customer experience. Uncovering opportunities to connect customer experiences in the EE digital estate, and to reach out into more traditional areas.*

*Pitch win for Cancer Research UK's Race For Life app, centered around my approach to the challenge of creating a joined-up and multi-platform fundraising and preparation tool.*

## Education

*Cardiff Metropolitan University*

BA (Hons) Graphic Communication; 2006–9

*As well as graduating with 1st Class Honours I was presented with the 'Outstanding contribution to the life of the course' award.*

*Coleg Glan Hafren Cardiff*

CIM Introduction to Marketing; 2006–7

*University of Sussex Brighton*

Music & Media Studies; 2003–5

## Interests

*Playing trombone or bass in a range of groups from Hip-hop to football.*

*Favourite novel is Aldous Huxley's Island.*

*Fair-weather cycling.*

*Cats.*

## Personal information

*Originally from Wales, I now live in South East England with my wife Alison, who is an artist and teacher at a local school.*

*I have been working overseas for extended periods of time throughout my freelance career and am happy to discuss working wherever is appropriate for a project.*

*I hold a UK passport and full UK driving licence.*

*Historic employment details available on request, or from LinkedIn.*