

Thomas Sola

UX Leadership & Product Strategy

thomas.sola@gmail.com

415.845.3468

www.thomassola.com

www.linkedin.com/in/tsola

I am an accomplished, Emmy nominated, hands-on designer, leader and product strategist whose career spans periods of enormous technological and industry change, giving me a wealth of insight to draw from.

With 15+ years designing innovative B2B and B2C interfaces for Software and Platforms as a Service and 10+ years leading, building, and mentoring high-performing design teams, I offer a broad and visionary approach driving innovation, developing engaging new products, designing efficient & delightful user experiences, and making complex processes simple.

Skills, Proficiencies, Expertise

- Adaptability & Flexibility
- Brand & Identity Building
- Figma
- Passion & Dedication
- Adobe Creative Suite
- Collaboration
- Gestalt Principles
- Project Management
- Agile Methodologies
- Design Leadership
- Heuristic Evaluation
- Sketch
- Attention to Detail
- Design Systems
- HTML/CSS/Javascript
- Usability Testing
- Balsamiq
- Data Visualization
- Journey Mapping
- Visual Design

Professional Experience

Sr. Director of UX, [Aktana](#) - Contract

Oct 2023 - Present

Oversee the transition from Tact to Aktana branding and product positioning, provide UX and strategy insight and suggestions on existing Aktana products, and provide designs for near-term new features.

Sr. Director of Design, [Tact.ai](#)

Apr 2019 - Oct 2023

Responsible for the entire Tact user experience across iOS, Android, and Windows versions of the app, bringing both mobile and desktop and web experiences into alignment with brand guidelines, business goals, and user needs while meeting strict industry compliance laws and regulations.

- Introduced design best practices: user interviews, early design validation, metrics analysis, and usability testing.
- Built and lead a team of design professionals, providing direction, coaching, and mentorship.
- Facilitated cross-functional collaboration between design, development, and executive departments.
- Used design thinking methodologies in close collaboration with C-suite, stakeholders, product managers, and developers to craft cohesive product roadmaps, vision, identify & address end-user needs, and design product strategies.
- Oversaw the shift from CRM into a Life Sciences Customer Engagement platform and create the new design vision and finding innovative uses for our AI/ML.

SVP Product Design & Strategy, [Talentsky](#)

Jul 2018 - Apr 2019

Responsible for aligning the product roadmap and vision with business goals and user needs, meeting with the board and investors to promote the evolution and innovation of the Platform as a Service.

- Developed effective and innovative high-level product strategy in order to build brand identity, increase customer loyalty, and drive steady business development, visions, and goals.
- Tracked, monitored, and evaluated market trends and user insights to guide critical design decisions.
- Reviewed design work and giving input and making suggestions to enhance user experiences, visual appeal, and design concepts.

- Provided leadership, coaching, mentorship, and direction to design professionals in order to facilitate their continued professional development and increase overall team productivity.
- Monitor changes in GDPR policy and practices to maintain an up-to-date compliance practice.

VP of User Experience, Talentsky

May 2016 - Jul 2018

Built a small multidisciplinary design & research team, mentoring junior designers while managing day-to-day design operations while continuing to align the experience with company & product goals.

- Collaborate closely with the legal department to establish GDPR compliance standards for both the business and the platform.
- Democratize design modeling design thinking and running company-wide exercises to gain unique insights and to garner a deeper investment to the product and company.
- Continue to uphold design standards, policies, and procedures to guarantee uniformity, effectiveness, and scalability across the design team.
- Work with design research to evaluate and optimize effective design solutions to issues and new features.

Director of UX, Talentsky

Jun 2014 - May 2016

The first hire by the VP of Product having worked with him closely at Salesforce. Ideated, iterated, and designed the app from the ground up.

- I established a user-centered design process to guide the product lifecycle.
- Led initial product offering designs, building from the ground up and setting overall strategy.
- Advised front-end developers on best practices for accessible, standards-based, efficient code.
- Conducted user research through interviews and usability testing to understand target audience needs
- Create, evaluate, and communicate new feature designs through flow diagrams, wireframes, prototypes, and high-fidelity mockups.

Architect, Platform UX & Eng, Salesforce

Apr 2013 - Aug 2013

First designer promoted to Architect-level at Salesforce. Founded the UX&Engineering team. Guided the Aura framework team which was used throughout clouds and products, enhancing consistency and speeding development.

Principal Designer & A11y, Salesforce

Aug 2011 - Apr 2013

First designer promoted to Principal level at Salesforce while leading UX for multiple teams and projects. Mentored designers and developers on Universal Design and accessibility and standards-based coding practices.

Lead User Interface Designer, Salesforce

Nov 2009 - Aug 2011

Lead UI Designer for the Salesforce Analytics product. Temporarily acted as Head of Accessibility. Helped create educational materials, incentives, and holding classes on ARIA and semantic code for developers. Mentored designers in HTML/CSS/Javascript for prototyping.

Education

Umass Boston

- Completed coursework towards a Bachelor of Science in Psychology & Studio Art dual major
- Golden Key Honor Society

For more roles and experience, see my [LinkedIn profile](#) and [my website](#).