

TOMAS STONEHOUSE

SENIOR PRODUCT DESIGNER

Senior Product Designer with 10+ years designing payments and AI-assisted experiences for regulated fintech products. Led end-to-end design for a payments platform processing 1M+ daily transactions at Equifax, translating complex transactional workflows — branching logic, edge cases, and error states — into intuitive experiences users can trust. Rapid prototyper of AI-assisted interfaces using Claude and generative tools; proven record of using A/B testing and research to move key metrics, extending design systems with reusable patterns, and partnering with product and engineering to shape strategy. Northwestern MPD² graduate passionate about AI-native design.

SKILLS

- **Payments & Complex Workflows:** Transactional/Payment UX, Complex Workflows with Branching Logic, Edge-Case & Error-State Design, Regulated Fintech (Credit & Fraud)
- **AI-Assisted Experiences & Prototyping:** AI-Assisted Interfaces, Generative AI, Claude, Functional High-Fidelity & Interactive Prototyping in Figma, Rapid Experimentation
- **Data-Informed Design:** A/B Testing, Usability Testing, Contextual Inquiry, User Behavior Insights, Metric-Driven Iteration
- **Design Systems & Craft:** Figma, Reusable Components, Tokens, Pattern Libraries, Interaction Design, Cross-Platform (Web & Mobile), Accessibility (WCAG)
- **Collaboration & Strategy:** Partnering with PMs & Engineers, Product Strategy Influence, Executive Presentation, Storytelling & Demos, Mentorship & Critique

EXPERIENCE

EQUIFAX, Remote

May 2021 - May 2026

Global leader in credit data and fraud prevention analytics

Senior Product Designer, Payments, March 2022 - May 2026

- Led end-to-end design of payment experiences on a platform processing 1M+ daily transactions, owning work from concept through production-ready design across web and mobile.
- Translated complex payment and decisioning workflows into intuitive user experiences: redesigned a rules engine from the ground up, defining interaction patterns for AI-driven decision-making across branching logic, edge cases, and error states — delivering a 25% lift in user trust scores.
- Rapidly prototyped functional, high-fidelity AI-assisted features using Claude and generative tools, moving from concept to testable simulation in days to accelerate iteration and stakeholder alignment.
- Used data and experimentation — A/B tests, usability testing, and contextual interviews — to iterate on designs and improve key success and engagement metrics; presented design explorations and business impact to leadership, influencing product strategy and roadmaps.
- Built and evolved a component-driven design system across three product lines — reusable patterns, tokens, typography, and documentation — cutting design-to-development handoff time by 30% while raising visual craft and consistency.
- Partnered closely with product managers and engineers to scope solutions and ship iteratively; mentored a team of eight designers on high craft, AI-native workflows, and design system contributions in a critique-driven culture.

Product Designer, May 2021 - March 2022

- Shipped discovery, flows, wireframes, and high-fidelity designs for new AI-driven features; maintained design system components and upheld WCAG accessibility across web and mobile.

AUTONOME, Evanston, IL

September 2019 - June 2020

Grad school capstone project pioneering a full product from ideation to market-ready

Product Designer

- Led 0-to-1 design from ideation to launch-ready prototype for a new consumer (B2C) SaaS product, creating scalable interaction patterns, reusable UI components, and clear information architecture.
- Ran 25+ contextual user interviews and journey-mapping sessions, translating research into prioritized requirements and final design decisions.

BIOVIA, San Diego, CA

December 2018 - August 2019

Enterprise software provider for life sciences R&D and biotech innovation

UX Designer

- Designed accessible, mobile-responsive interfaces and optimized complex data-visualization workflows; collaborated with front-end engineers on platform constraints, contributing to a 10% increase in lead generation.

SEARCH OPTICS, San Diego, CA

March 2015 - October 2018

Digital marketing firm specializing in automotive dealer websites and engagement

UX Designer

- Spearheaded a mobile-first responsive redesign with advanced search UX, driving a 35% traffic increase through iterative, research-backed changes and reusable component patterns.
- Deployed engaging visual content for Hyundai Brazil's website, decreasing page bounce rate by 50%; designed mobile-responsive themes for Ford of Canada's 300+ dealership program.

EDUCATION

Master of Engineering, Product Design and Development Management

Northwestern University, Evanston, IL

Bachelor of Science, Cognitive Science, Human Computer Interaction

University of California - San Diego, San Diego, CA