

Thomas Rackowe Cork

Product Designer (UX/UI & Service Design)

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Product and service designer specialising in complex digital products and services. I work from problem framing through delivery, helping product, engineering, and business teams turn ambiguity into scalable solutions.

Education

2016

BA in Social Anthropology

SOAS, University of London

Skills and Tools

Product and Strategy

Product Discovery • Product Strategy • Problem Framing • Journey Architecture • Service Design • Systems Thinking

Design

Interaction Design • Information Architecture • Information Architecture • Design Systems • Responsive Design • Prototyping • Figma • Zeroheight • Storybook

Research and Data

User Interviews • Usability Testing • Concept Testing • Adobe Analytics • Contentsquare • Qualtrics

AI & Emerging Technologies

AI-assisted research, synthesis, ideation and prototyping • Claude • ChatGPT • Gemini

Leadership & Delivery

Stakeholder Management • Workshop Facilitation • Cross-functional Collaboration • Agile Delivery • Jira • Confluence • Miro • FigJam • Notion

Languages

English – Native

French – C1

Swedish – C1

Dutch – B1

Experience

Product Designer Proximus

July 2023 – Present

- Redesigned end-to-end digital ordering journeys, increasing conversion by 17%
- Led the rollout of self-service eSIM experiences, enabling 14,000+ in-app activations
- Defined the future structure of the Proximus app, simplifying how customers manage products and services
- Led product discovery and user research to shape strategic product decisions

UX/UI Designer Movify

October 2021 – June 2023

- Redesigned onboarding and internal workflows
- Simplified internal tools to improve operational efficiency
- Co-created the Flux podcast to strengthen brand awareness

UX/UI Designer Arteïa

March – September 2021

- Repositioned the product around collector workflows
- Redesigned desktop and mobile experiences
- Conducted user research to guide product decisions

Artist Liaison & Digital Communications Mendes Wood DM

March – September 2021

- Managed relationships with artists, collectors, and international partners
- Coordinated larger-scale exhibitions, art fairs, and cross-functional projects internationally
- Led digital communications across multiple channels
- Increased audience engagement through strategic content

Advisor, Researcher & Strategist Independent Consultant

March – September 2021

- Advised collectors and institutions on acquisitions and market opportunities
- Brokered \$300k+ in art acquisitions within 18 months