

Thomas Hallgren

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SUMMARY: Looking for blockchain based product design innovation opportunities

UX/UI | Blockchain Product Design | Agentic AI Products & Features | Healthcare | Entertainment | for Native Mobile and web-responsive apps

- 5.5 years leading product design of blockchain projects at Block.one and Fractally. .
- Specialize in emerging and digital innovation by building strong stakeholder relationships.
- Deliver intuitive, AI-enhanced UX across mobile and responsive web.
- Drive research-informed design decision making for impactful user experiences.
- Proficient in Figma, Adobe XD, modern design systems, and responsive HTML/CSS development.
- BFA from the Rhode Island School of Design.
- Advanced Product Design certs. from Google, and other leading providers.

Fiinex Agentic

Irvine, CA

Principal Product Designer & Strategist

May 2024 – Present

As Product Design Lead I craft AI-powered solutions to optimize user experiences for Makase.com and Datagentic.

- Refined B2B sales processes and user experience, resulting in 2-3x increase in sales rates and customer integration.
- Tested AI based user interactions to reduce time-to-community-participation from 6months to 6weeks.

Fractally DAC Apps (Block.one team)

Dallas, TX

Principal UI/UX Product Designer

Mar 2021 – Apr 2024

- Led the research, design and community testing phases for two pioneering blockchain Decentralized Autonomous Community (DAC) projects.
- Partnered with Product Managers and Engineers to prioritize and implement 10+ features and enhancements, boosting user satisfaction by 50% through iterative design and feedback loops.
- Created and refined a comprehensive design systems, web motion design, enhancing cross team efficiency by doubling design efficiency and reducing design debt.

b.one Bullish.com Exchange

Blacksburg, VA

UI/UX Design Team Manager

Mar 2020 – Dec 2020

- Established formalized UX team roles and implemented Atomic Design Systems for blockchain based web and mobile SaaS platforms, doubling production efficiency and elevating quality standards.
- Mentored junior designers in design best practices and processes, cultivating a collaborative team culture that improved design quality and increased positive stakeholder feedback by 50%.

b.one Innovation Lab

Blacksburg, VA

Innovation Lab Principal Product Designer & Strategist

Jun 2019 – Feb 2020

- Led blockchain based innovation project strategies 0-1 from initial concept through wireframes, low and high-fidelity designs, prototyping, product testing, motion design, and business planning to final release.
- Provided research, user testing, and design problem-solving for global development teams focused on KYC, onboarding, and account recovery flow.

b.one Blockchain Apps

Blacksburg, VA

UX Team Researcher

May 2018 – May 2019

- Boosted blockchain based product focus by 80% by designing and leading an organization-wide training initiative on Blue Ocean Strategy, aligning teams with innovative market approaches.
- Documented and validated the Chief Technology Officer's technological concept, resulting in the successful filing of five pioneering patents.

Comtech Virtumedix Telehealth App

Aliso Viejo, CA

Sr UI/UX Designer

Mar 2016 – Mar 2018

- Doubled deployment velocity by designing agile feature sets in collaboration with engineers, ensuring robust validation and risk assessment, while conducting usability research to deliver optimized, stakeholder-aligned design solutions.
- Executed user experience experiments and applied strategic testing, yielding actionable insights that enhanced user flows and reduced navigation-related support inquiries by 50%.

Collabworks SaaS Work Improvement App for Qualcomm

Redwood City, CA

Principal UI/UX Designer

Mar 2014 – Feb 2016

- Revamped information architecture and simplified complex terminology, cutting access time by 65% and reducing user instruction time by 50%.
- Led comprehensive usability testing, identifying and resolving six (6) critical obstacles reducing input time 80%.

Arnson Communications

Los Angeles

UI/UX Designer & Researcher

Jan 2013 – Feb 2014

- Identified and addressed key usability issues at Slacker Radio, which led to the conception and implementation of a new cross-platform architecture and solutions, culminating in a comprehensive redesign of the platform.
- Marketing design and motion design for Electronic Arts and Slacker radio.

Fiinex Mobile Apps

Los Angeles & Tokyo

UI UX Design Lead

Jun 2008 – Dec 2012

- Spearheaded the strategy, architecture, design, and project management for the successful development of approximately 24 iOS and Android mobile applications, for social media, fashion, entertainment, and automotive for clients based in the U.S. and Japan.
- Motion design and animation for QVC Japan and Electronic arts.

EDUCATION

Rhode Island School of Design, BFA Graphic Design (w/ honors, GPA 3.85/4.0)

Art Center School of Design, Post-BFA design studies, **Yale University**, Pre-BFA Design studies

UX CERTIFICATIONS

Google UX Design Cert. 1

Certified by: Google

Google UX Design Cert. 2

Certified by: Google

Google UX Design Cert. 3

Certified by: Google

Google UX Design Cert. 4

Certified by: Google

Google UX Design Cert. 5

Certified by: Google

Google UX Design Cert. 6

Certified by: Google

UX Strategy Master

Certified by: Jaime Levy

AI for UX Product Design

Interaction Design Foundation

Figma Master Certification

DesignerShip

SKILLS

- | | | |
|--------------------|-------------------------|------------------------|
| • Product Design | • User Flows | • Adobe CS & XD |
| • User Testing | • Figma | • Qualitative Data |
| • Product Strategy | • AI Tools | • HTML / CSS |
| • Experimentation | • Prototypes | • HCI |
| • Collaboration | • Wireframes | • Info Architecture |
| • User Research | • Low & HiFi Design | • UX Research |
| • Graphic Design | • Atomic Design Systems | • Usability |
| • Mobile Design | • Jira | • Remote Collaboration |