TO

Tom Okafor

Senior Product Designer, Basket & Co

Manchester, happy to travel · Three months notice · Hybrid

SUMMARY

Seven years in e-commerce with the strongest research background of the three. Runs research ops and a monthly customer panel.

EXPERIENCE

Senior Product Designer, Basket & Co
2021 to now
Redesigned checkout and returns. Set up research ops and a 400-person customer panel.

Product Designer, Loop Home
2018 to 2021
Owned search and product pages.

UX Researcher, Northfield Labs
2017 to 2018
Usability testing for retail and travel clients.

STRENGTHS

User research · E-commerce · Experiments · Service design · Workshops

RECRUITER VIEW

Excellent researcher. The three-month notice is the main risk for the start date.

EDUCATION

BSc Psychology, University of Leeds

Fictional example for the Packs demo. All people and companies are made up.