

Toms Rits

Senior Product Designer

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About Me

10+ years designing real products for real users. Specializing in data-heavy SaaS, B2B, and consumer dashboards. Deep experience across the full design process: research, systems design, prototyping, and shipping. 1 year in team leadership.

Experience

Senior Product Designer

2025–2026

Ubiquiti – UniFi Protect

Designing high data-volume interfaces for the world's leading camera security software. Focused on hardware–software interactions and complex UX challenges.

Senior Product Designer

2023–2025

Ready Player Me (a16z-backed, now part of Netflix)

Rebuilt the full suite of developer tools including RPM Studio.

Designed a node-based asset editor and helped launch the PlayerZero collectibles platform.

Lead UI/UX Designer

2017–2022

Printful

Fast-paced product work in a high-growth environment. Shipped features end-to-end, ran experiments, and built momentum through iteration over perfection. Led a remote team of ~8 designers during the company's growth to \$1B valuation.

UI/UX Designer

2015–2017

Draugiem Group

Early-stage startup work: visual language, wireframes, user testing, and product launches. Also improved features on established products using user research and data.

Education

Design Exchange Semester

2014–2015

ESAD, Caldas da Rainha, Portugal

Multimedia Design AP Degree

2012–2014

IBA, Kolding, Denmark

Skills

Product Design

Front-End (Claude Code)

3D Design

Design Systems

Prototyping

Design Reviews

User Stories

Interaction Design