



THOMAS SONSALLA

Creative Catalyst • Storyteller • Product Design Lead

EXPERIENCE

- **RingCentral • Belmont, CA • USA**

Principal Product Designer (B2C / B2B2C) • 2020 – present

I am responsible for the business verticals “app integrations” and “app marketplace”, web and in-product. I work closely with product managers and directors to craft the end-to-end experience from long-term, user research-informed vision to micro-interaction level, and build strategic partnerships with marketing, sales and product to successfully and continuously ship products.

I helped create a flexible, internal CMS as part of the app marketplace’s transformation from a static web page into a dynamic, editorial driven experience.

I worked with the user research team to create a “rapid research test kit” that empowers designers to conduct their own research by accelerating the planning, analysis and reporting of various studies.

Part of my time I dedicate to mentoring young design talents at the company, with a focus on improving their storytelling skills, eye for detail and self-worth as a designer.

- **HERE North America • Berkeley, CA • USA**

Principal Designer & Design Team Lead (B2B2C / Internal) • 2015 – 2020

As initiator and lead of the West Coast Design Studio I provided guidance and support for sales, engineering and product teams at HERE California, and helped bring in large-scale customers such as Amazon or Facebook.

I successfully grew and managed a small team of UX designers and researchers in the US and India, and worked with them to craft a component-based, modular suite of 15+ internal and external map creation and machine learning tools that support the vision of automated driving experiences.

I was responsible for redesigning the in-car- and fleet management tools for the company’s global map data collection process. I collaborated with program managers and other stakeholders to introduce design thinking practices into an engineering-driven part of the organization.

I took initiative and created a set of guidelines to improve the company’s UI iconography, and used it to design 1000+ icons, which found their way into many products across the company’s portfolio.



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EXPERIENCE CONT.

- **HERE Deutschland GmbH • Berlin • Germany**

Sr. Interaction Designer (B2C) • 2011 – 2015

I conducted user research and lead the user experience design of one of the first turn-by-turn pedestrian navigation smartwatch app “HERE for Samsung Gear S”. I continued to provide guidance and support for subsequent releases.

I designed and shipped the navigation app “HERE Maps” for the Nokia Asha 501, an entry-level smartphone aimed at emerging markets. I worked closely with product owner and engineering to build and release this product within a 6-month time frame, and managed stakeholders from Nokia and HERE in an successful effort to align design principles and patterns.

I set up design patterns and guidelines for user conversion and first-time usage experiences, and guided design peers to adapt them in consumer products.

- **Deutsche Telekom Laboratories • Berlin • Germany**

User Experience Designer (B2B2C) • 2010 – 2011

I designed a point-of-sale tablet experience that allowed sales prospects to customize their mobile plan, conducted user research and supported the development of multiple early stage prototypes.

Embedded in the innovation team, I worked on visualizing concepts using storytelling devices such as illustration, animatio and video editing.

EDUCATION

- **Bachelor of Arts (BA) Interface Design**

University of Applied Sciences
Potsdam, Germany • 2011

- **Prelim. Diploma Architecture Studies**

Technische Universitaet
Berlin, Germany • 2006

SKILLS

- Design systems • Information Architecture • Service design • UX/UI • User journeys • Prototypes • Product & Business thinking • Lo- and Hi-Fi user research • Visual storytelling • Iconography • Illustrations

TOOLS

- Pen, Paper, Whiteboard • Illustrator • Adobe XD • Photoshop • Indesign • After Effects • Premiere Pro • Invision • Sketch • Framer • Miro