Tom Enzi

I am a seasoned product professional with over two decades of extensive experience in the realm of digital products. Throughout my career, I have had the privilege of working across various facets of product development, including product design, product management, conceptualization and UI/UX design. My professional journey has taken me to diverse organizations, spanning digital agencies, corporations, and innovative start-ups from the bustling streets of New York and San Francisco to the vibrant scenes of Berlin, Vienna, and Tel Aviv.

I'm all about that sweet spot where a killer product vision meets real-world practicality in today's digital landscape. I'm not afraid to push the boundaries and think outside the box, constantly exploring fresh, creative approaches to deliver high quality and bring unique product ideas to life.

I deeply care about the environment, i am also a father, wannabe-professional cook and modular synth nerd.

Skills

I come fully equipped to take on any role within a product team. I'm well-versed in various methodologies, including **agile** approaches like SCRUM, Kanban, XP, and RAD, as well as more traditional waterfall methods. I'm highly proficient in **Figma**, where I can create animated prototypes that provide all stakeholders with a vivid understanding of the product's vision and direction. Additionally, I frequently utilize tools like **Jira** and **Miro** to develop and present roadmaps, user stories, and retrospectives. With fluent English skills and extensive experience working remotely, I seamlessly integrate into distributed teams.

Latest Project

 inoqo.com   Vienna, 2022-2023
Product Lead, PM/PO, UI/UX Design

Recently I have been supporting a sustainability SaaS Start-Up in finding product-market fit in the newly evolving and highly competitive business landscape of Green-Tech. The product is aimed at retailers to assess the Scope 3 emissions of their whole assortment and helps them optimize their footprint within the supply-chain.

My responsibilities included conceptualizing the CEO's vision into the final product, setting up roadmaps and user stories for the development team and the design of the platform itself.
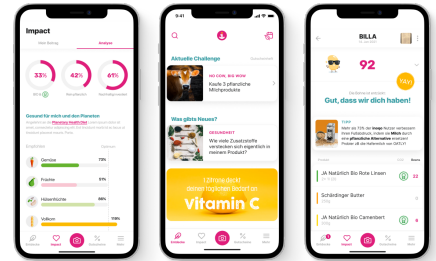
B2B Figma Prototype

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Education

2003 - 2008 University of Applied Arts Vienna - Digital Arts - Class of Peter Weibel/Tom Fürstner

1997-1999 Technial University Vienna - Computer Sciences (not finished)

1992-1997 HTL Aeronautical Engineering

[Assorted works]

Work Experience

2020-2022, Vienna
Digital Product Design, Product Lead, UI/UX
inoqo.com - App Store - Google Play
Shopping companion app that calculates the impact of their grocery purchases and helps users to live more sustainable through nudging, gamification & cashback rewards. *Latest Prototype*, *Alternative Concept*

2018-2020, Vienna
Design Lead, UI/UX
addendum.org
Design of the platform & their associated apps with a focus on data journalism. Figma Prototypes: *Mobile* | *Desktop*

2017-2020, Tel Aviv
Product Design, UI/UX
TeamBets / Sportstraders
Live-trading App on the sports performance of soccer teams.
Figma Prototype Link

2016-2018, Tel Aviv
Product Design, UI/UX & Gamification
Fibiz App
Mobile Binary-Options app with a focus on highly leveraged ultra short term CFD trading (30-90sec) like crypto Forex (BTC/USD)
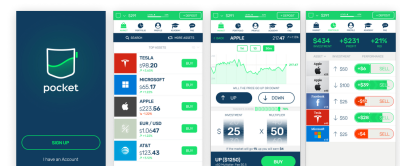
2016-2018, Tel Aviv
UI/UX & Gamification
Pocket App
Mobile microtrading platform that was targeted at a larger and non-trading oriented audience.

Further in the past   1999-2015

2011 - 2014	Vienna	**Screen Design, UI Design**	diamond:dogs	Digital Agency
2008 - 2011	Vienna	**Screen Design, UI Design**	Super-Fi	Digital Agency
2008 - 2008	New York City	**Screen Design, UI Design**	Lapis Digital	Digital Agency
2004 - 2007	Vienna	**Screen Design** (Part Time)	Geizhals.at	Price Cpmparison
2002 - 2004	Vienna	**Screen Design**	pjure	Digital Agency
2000 - 2002	San Francisco	**Screen Design, Flash Script**	twinpixel	Digital Agency
1999 - 2000	Vienna	**Screen Design, Flash Ani**	yLine	Digital Agency