



# Toms Rits

Product Designer & AI Assisted Design Engineer

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## Work



**Ubiquiti (UniFi Protect)**  
[ui.com](https://ui.com) • 03/2025 – 05/2026

### Senior Product Designer

- Fully rebuilt Alarms and Devices management
- Worked on 6 Protect [software releases](#)
- Redesigned device adoption flow and introduced support for 6 new devices



**Ready Player Me ([acq. by Netflix](#))**  
02/2023 – 02/2025

### Senior Product Designer

- Redesigned the Developer Portal
- Reworked the design system based on shadcn and Storybooks
- Built the PlayerZero B2C platform from 0



**Printful**  
[printful.com](https://printful.com) • 2017 - 2022

### Lead Product Designer

- Shipped Pro plan and the first native iOS app
- Lead a UX team of 8 designers for the last year
- Developed the core design processes during the 1000x growth to \$1B valuation.



**Draugiem Group**  
[draugiemgroup.com](https://draugiemgroup.com) • 2015 - 2017

### UI/UX Designer

- Started as an internship, but they liked me so much I finished my exams from company meeting room
- Worked on the most successful Latvian startup hub portfolio companies
- Delivered features for 150k users on the local pre-Facebook social network

## About

10+ years designing real products for real users. Specializing in data-heavy SaaS, B2B, and consumer dashboards. I consider myself full-stack designer, with an interest in AI assisted design engineering. Originally from Latvia, currently residing in *Tallinn, Estonia*.

## Education

Design Exchange Semester      '14 – '15  
ESAD, Caldas da Rainha, Portugal

Multimedia Design AP Degree      '12 - '14  
IBA, Kolding, Denmark

| Design Skills      | Technical Skills |
|--------------------|------------------|
| Product thinking   | Figma            |
| Interface design   | Cursor / Claude  |
| Wireframing        | Hermes Agents    |
| Interaction design | HTML/CSS/JS/TS   |
| Visual design      | Blender          |
| User testing       | Adobe Suite      |

## Good to Know

Hand built a 25m2 timber frame tool shed      '26

Finished Ironman 70.3 in 5h28m      '26

Ran an 6-digit NFT media agency      '24

Created a LEGO Cryptopunks mask for NYC Fashion Week      '24

Played a DJ set on LA Pasadena Rose Parade      '24

Took my motorcycle to the famous Stelvio pass      '22

Won the "Best Design" award in Garage48 hackathon      '21