Tom Johnson

Product Designer

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Product designer at Vercel. Road traveler, tool maker, experimenter, and maker of occasional pixel portraits.

Experience

Vercel ’25 – now

Staff product designer

I worked on the AI Gateway team for my first few months at Vercel, then joined v0 in January of ’26. My main focus has been on unifying v0 with Vercel, simplifying pricing, and making v0 fun to use and the most powerful AI tool for Vercel customers.

Basedash ’20 – ’25

Founding designer

I was the founding designer, first hire out of YC. Designed every pixel, icon, and page of the product, brand, and website. Led the pivot to AI in 2025.

Asurion ’17 – ’20

Principal product designer

I worked on the experience of in-home device repair. Led design on the nationwide rollout, the field app experts used out in the field, and the design of the Asurion rebrand for product in 2019.

Intradiem ’14 – ’17

UX design manager

Hired first into marketing, built the company website, then designed the Sprint retail employee iPad app. Also worked on the desktop and mobile apps for employees.

Projects

Tomjohnville tomjohn.design/content/tomjohnville

Pilgrimage pilgrimagegame.com

What the Port? whattheport.dev

Whiteknuckle whiteknuckle.app

Macindash tomjohn.design/content/macindash