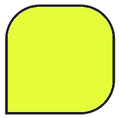
THEREFORTH

Taking you from brilliant idea to unstoppable business through digital product design

When it comes to getting game-changing ideas off the ground and into customers' hands, the first step is the steepest. So think of me as a partner for the entire ride, overcoming every obstacle step by step, arm in arm.

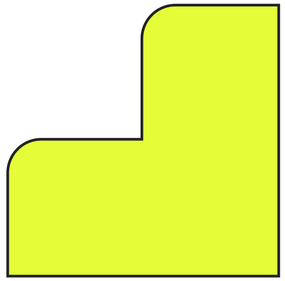
With your expertise and my considered approach, we'll create brilliant things together. Turns out it's a lot less terrifying that way.

Approach



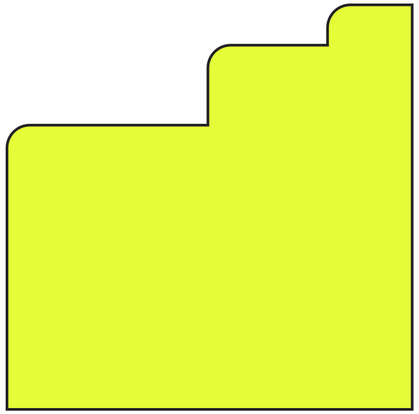
Bringing curiosity to complexity

I help restless innovators bringing curiosity to complexity. The ones with the stamina to slow down and step up. I help them achieve their ambitions with the clarity and confidence to keep going. Together, we build unstoppable businesses that meet real needs. Together, we win.



Taking steady steps that propel you further...

Move fast and break things became the tech world's MO. Big agencies rush to the finish line because breaking things means recurring revenue. I'm more like marathon runner. Small, steady steps build up the momentum you need to stay on track. Because to build an unstoppable business, you need to be in it for the long run.



...and steepest steps that get you beyond.

The first step is the steepest, especially when it comes to taking game-changing ideas off the ground. That is why we go deep from the start, exploring your world to define the problem, so we can tackle it step by step, hand in hand. Turns out its a lot less terrifying that way.

Hero Journey Club

Enhancing children's emotional skills through game-based learning

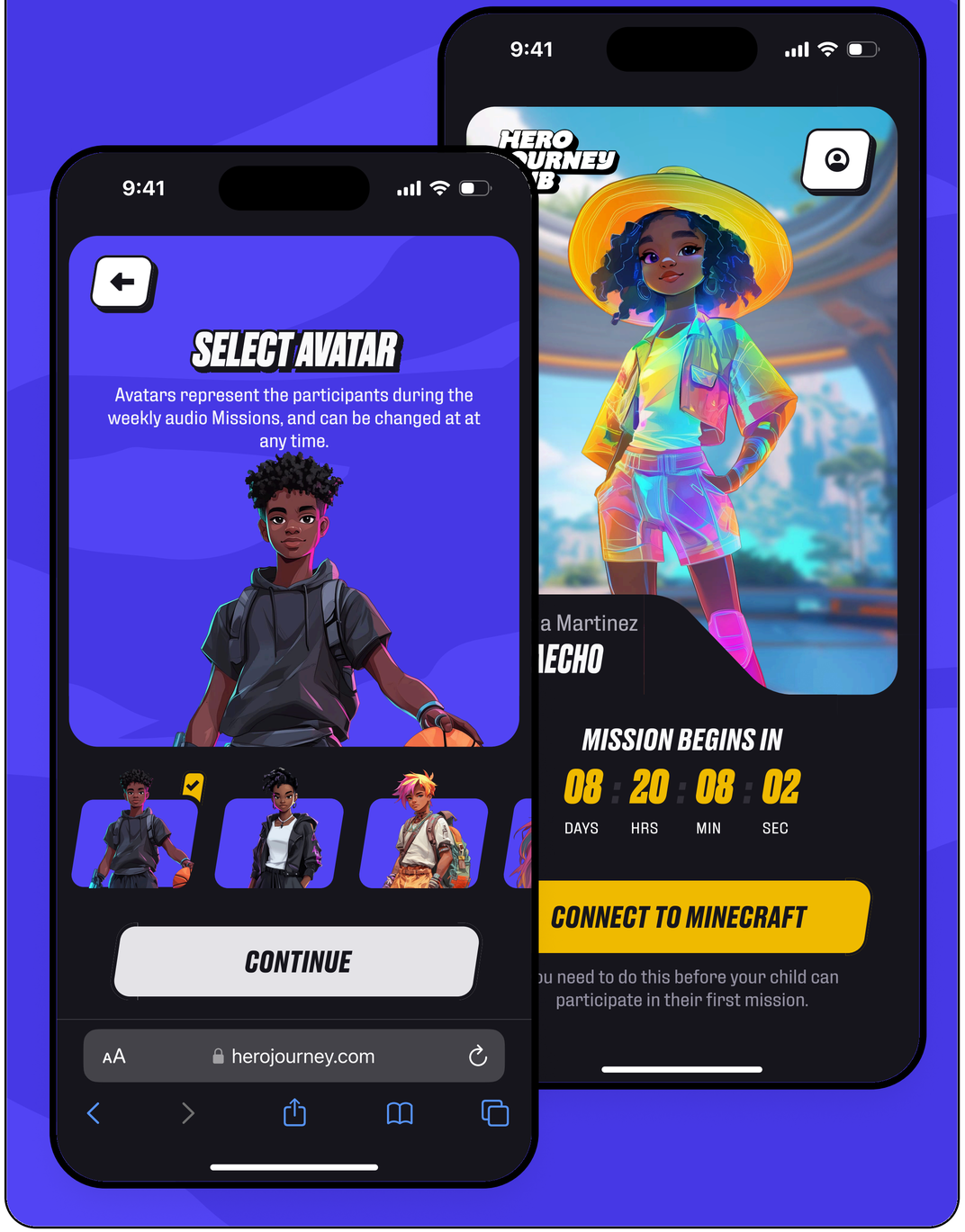
Product Design | Design Systems | Product Strategy

Hero Journey Club delivers research-driven methods that support neurodivergent teens through interactive & designed game-based learning experiences with an app that connects children across the world in a safe Minecraft environment that helps them develop emotional skills to apply in the real world. I helped the team as a systems and product designer building the connected infrastructure products to make it all work in tandem.

> "Fabio is really good at taking a clear idea and turning it into something engineers can actually build fast. Not just designs, but structured systems that handle edge cases properly."



Marc Simon
Co-Founder & CTO at Hero Journey Club



Penny

Reducing access friction and complexity around pensions for women

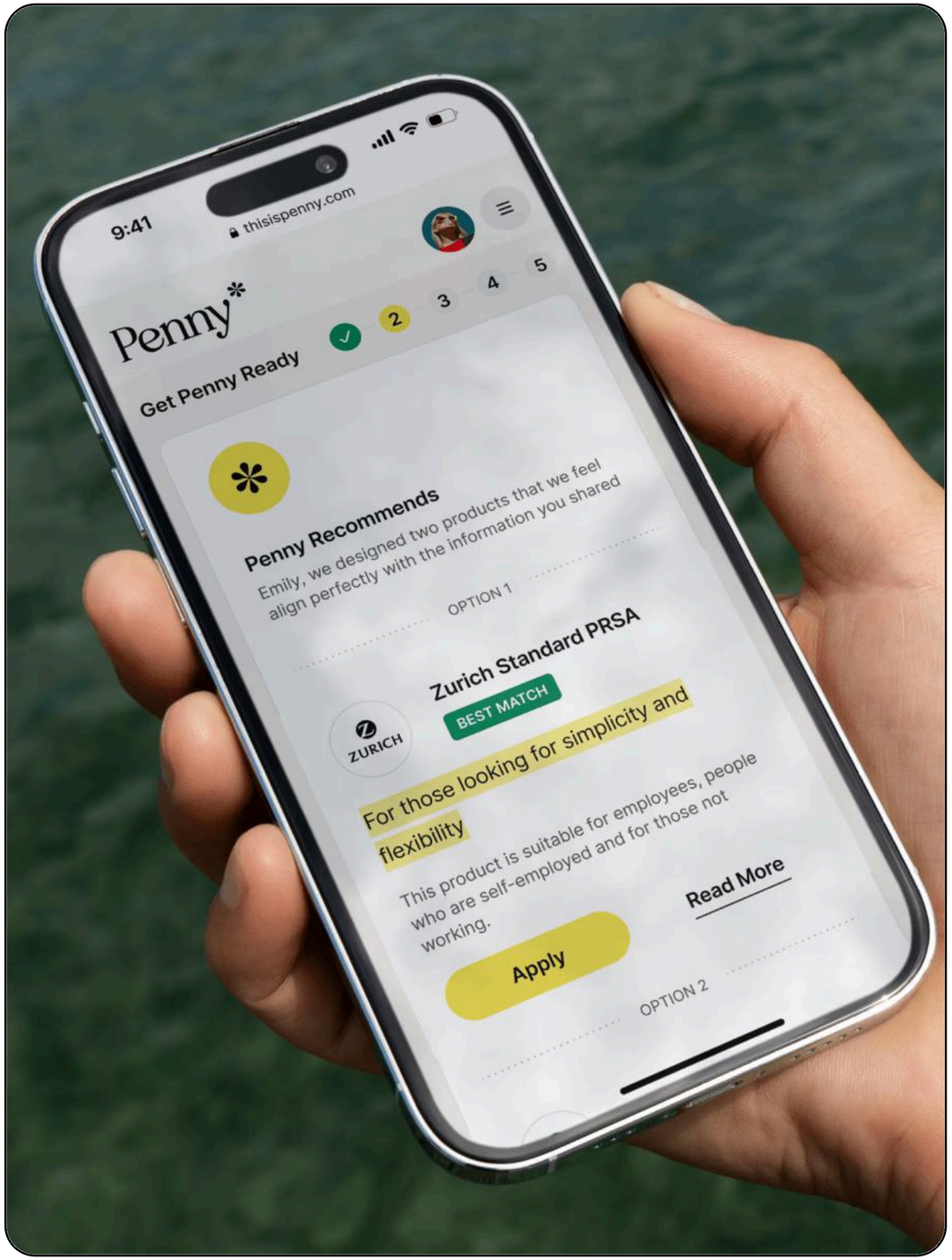
Product Design | Design Systems

40% of women in Ireland don't have a pension. Not because we aren't thinking long-term but because the average pension is difficult to access, understand, and maintain. We designed Penny with a simple and systematic user experience that guided the customer though their pension experience withe ease.

> "I spent years looking for someone who had the right blend of understanding contemporary art (very important when wanting to create a distinctive brand, identity and product), design and technology. Fabio is a systems thinker with the right blend of judgment, design and making it happen attitude. He helped me put Penny on the map with a product that stands out"



Lesley Tully
Founder & CEO at Penny



Sennep Inc

Growing the customer base of a leading trading platform

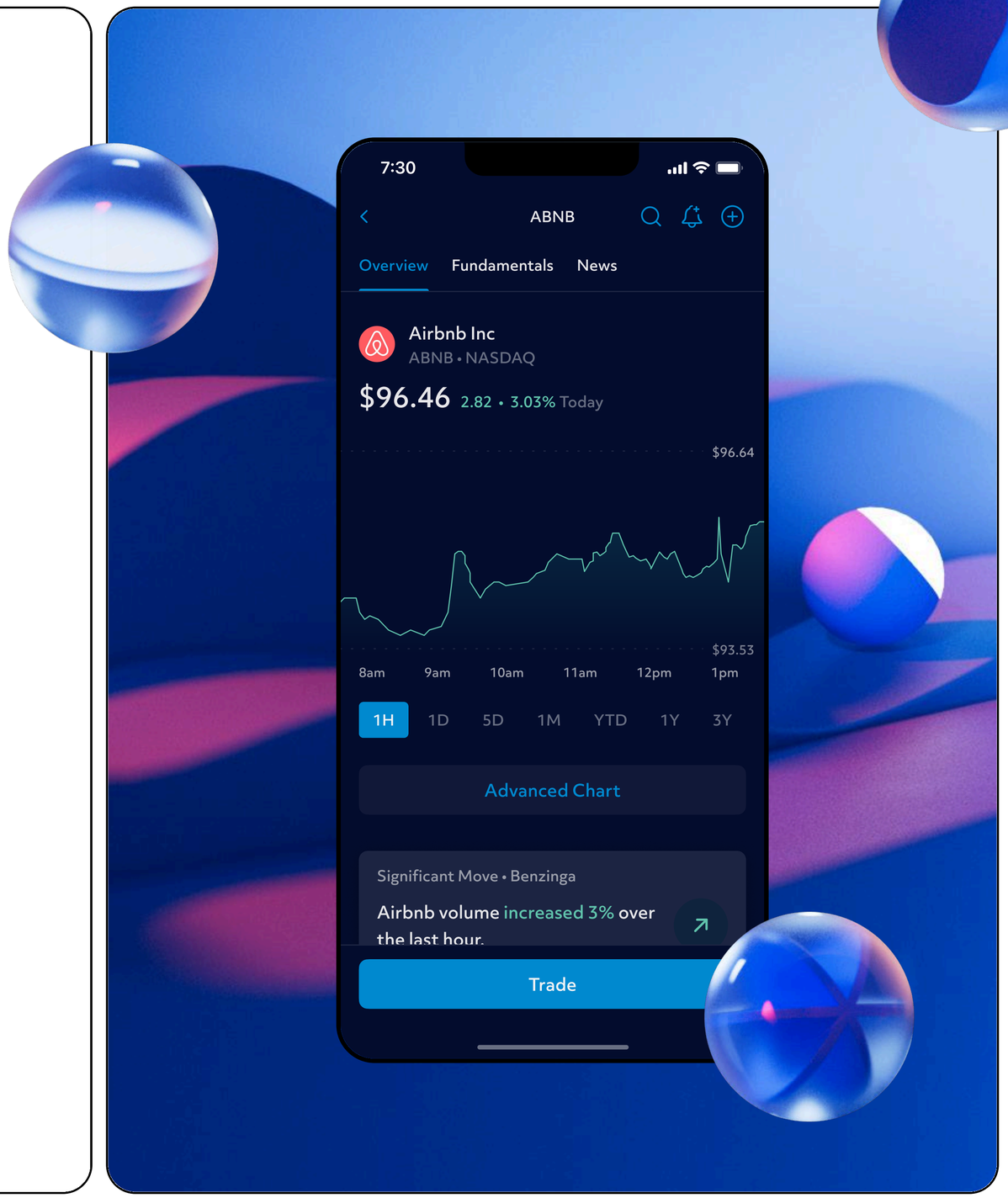
Product Design | Product Strategy | UX Strategy | Design Systems

For this large broker, attracting a new type of audience was essential to achieve the long term success they were looking for. We help them discover, define and designing an improved experience of their legacy app that made trading simple, fun and worth it for a generation that lives on the go.

> I had the pleasure of working with Fabio for over a year. He helped Sennep with the user experience and interface design of a complex trading app, making it more user-friendly to attract a broader audience of investors and traders. What's striking about Fabio is his endless positivity and eagerness to always do better. He is a fantastic designer and a natural team player. His energy keeps everyone motivated and happy. I would highly recommend Fabio and Thereforth



Hege Aaby
CEO & Managing Director at Sennep



Grind Coffee

Improving the subscription flow for coffee aficionados

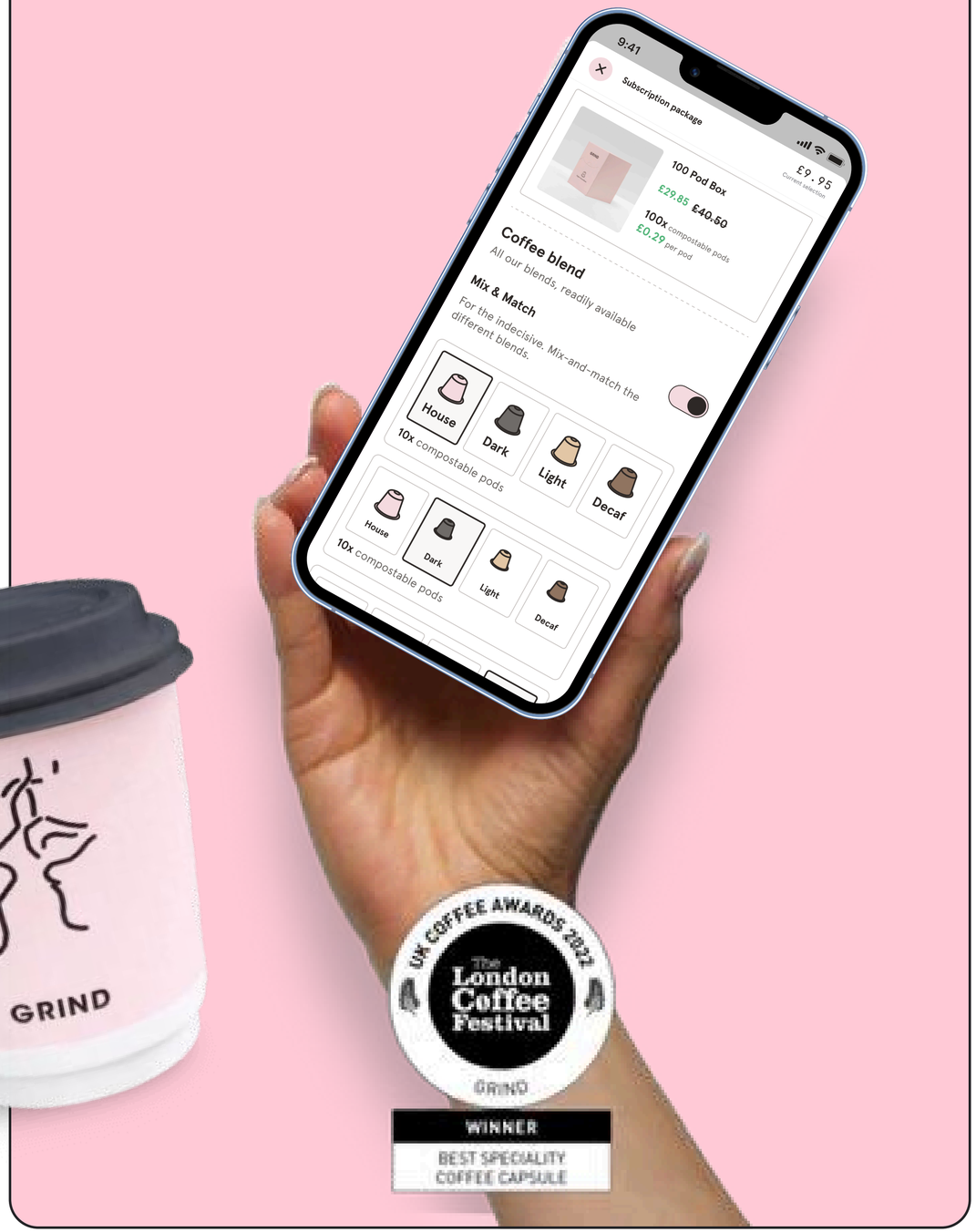
Product Design | Product Strategy | UX Strategy | DTC

Engaging new users is hard and Grind was struggling to keep customers coming back to their amazing content.
The solution: build a subscription platform that would help users tailor their preferences

> I've not seen a wizard improve like this since the Lord of the Rings the Two Towers.



Ted Robinson
Creative Director at Grind



Clutch

Building real products at the speed of prototyping

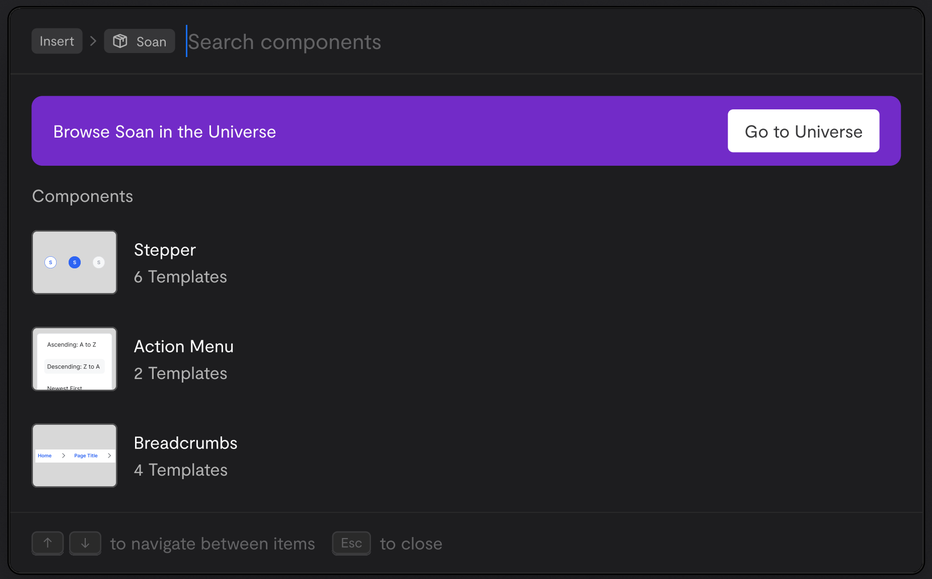
Product Design | Product Strategy | UX Strategy | DTC

Designing and creating products at scale is hard and Clutch solved this problem by creating a no code tool that is helping founders and creators launch their business at the speed of modern technology. To enable creators scale faster, we helped the team create Clutch's Universe, a global experience enabling creators to find, publish and explore a universe of libraries and components that can be accessed with the raise of a single key.

> Fabio's mature processed helped drive alignment across our team allowing us to make informed decisions faster. His work is top-notch.



Matthew Hager
Founder & CEO at Clutch



Ryadh Airports

Improving airport travelling for the information age

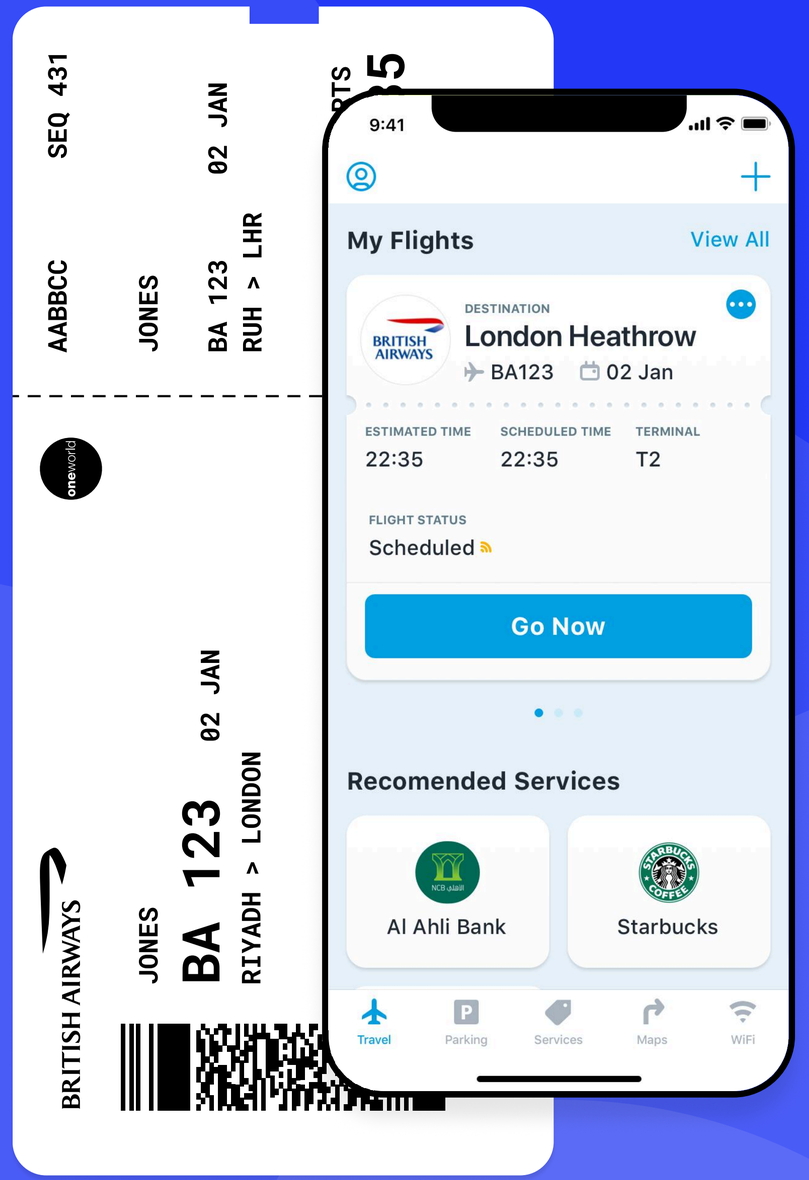
Product Design | Product Strategy | UX Strategy | B2C | B2b

Ryadh Airports delivers exceptional customer and operational services to over 26.6 million passengers coming through the King Khalid International Airport annually. As part of a team, I helped Riyadh Airports Company create, deliver and transform their digital strategy and services which enabled them to stand out in the global airport market.

> He opened my mind to looking at solutions to problems in a different way, looking how to automate tasks and asking why.



Francesca Myerson
Lead Project Manager at Future Workshops



Captico

Removing language barriers for once

Product Design | Product Strategy | Self-Started

For a long time, I pondered over the question “If most of the internet content is english, how are kids in Portugal getting access to good content if they dont grasp the language yet”. That led me to start Captico following the idea of captioning the whole internet video library.

captico



Give your podcasts and videos the global reach they need

Find new audiences by providing captions and translations to your