

Hi, I'm Evandah Steadman

About me

I am a strategic UI/UX designer with experience in design for over 100+ product features for start-ups and enterprises including Starship Foundation, ASB, Datacom, IAG and more. My mission is to leave a legacy of products that have genuinely made a difference in people's lives, whether that's big or small. In my spare time you can find me in the surf, going to gym, or coming up with start-up ideas with friends at hackathons.

Expertise

Product design - UX/IA/Prototyping
Customer & User Research
Mobile first design
Branding and UI design systems
Agile delivery
Workshop facilitation
Full-stack development
Animation

Education

Full-stack web development certificate

(Granted the Te Uru Rangi Scholarship)
Dev Academy, Auckland, New Zealand
Nov 2018 - Mar 2019

Bachelor in Creative Enterprises (UI/UX)

(Achieved Excellence in Interactive Design)
Unitec, Auckland, New Zealand
Feb 2018 - Nov 2018

Bachelor in Graphic Design

(Transferred to Unitec to major in UI/UX)
Bay of Plenty Polytechnic,
Welcome Bay, Tauranga, New Zealand
Feb 2014 - Nov 2016

Datacom, UI/UX designer

Lead UI/UX designer
for mental health app for
Starship Foundation

Art-direction for mobile app

- Design brand
- Mobile app UI design
- Design digital styleguide
- Design new brand look and feel

Customer research over 8 weeks

- Problem / Solution fit & Rapid Prototyping.
- Facilitate workshops with stakeholders.
- Documentation timelines, finances, and project proposals.
- Lead market adoption strategy.
- Usability testing.
- Facilitate co-design workshops with users and stakeholders

Support dev team over 18 week build phase

- Agile project management
- Create dev requirements, and IA documentation for handoff
- User acceptance testing
- Refine design to adhere to technical constraints

Other key projects

- Lead usability audit + redesign for a government internal staff portal (NDA signed).
- Lead 5 day wireframe workshop with key customer stakeholders.
- Support art direction for large client (NDA signed).
- Organise 48hr hackthon event with multiple stakeholders, and mentor designers during event.

IAG, UI/UX designer

Contracted from Datacom to IAG to optimise their business insurance portal, and deliver a new upselling experience.

- Accountable for customer centric interaction design and influence and motivate others to bring the digital experience to life across IAG's brands.
- Act as design lead on small to medium initiatives and provide specialist design advice on larger initiatives.
- Ensure best practice design principles are defined and maintained.
- Drive customer centric outcomes by designing and implementing innovative solutions for digital product direction, user-experience and UI visuals.
- Manage the execution of all visual design stages from concept to front-end development execution.
- Facilitate user-research, empathy sessions and user testing sessions.
- Create wireframes, animations, user flows and digital style-guides.
- Produce and maintain UI design system.
- Create design experiments to A/B test.

Enspiral Dev Academy - Graduate Developer

Accumulated over 1000 hours of dev experience.

- Code front end components using React, Sass, css.
- State management using redux.
- Server side rendering with node.js, and express.js
- Dev SQL database with knex.js.
- See my work at -<https://github.com/evandahs15/track-a-grad>

SEPT 2017, FEB 2018 - ST HELIERS, AUCKLAND

Minimum Wage NZ - SASS co-founder

www.minimumwage.co.nz is a recruitment web-platform that connects entry level jobseekers with employers. In 2020, Minimum Wage NZ received \$100,000 investment.

- Design UI/UX for MVP.
- Collaborate with Developers to build product + roadmap.
- Create ways of working for operations, admin, marketing from the ground up.
- Develop business plan, and project proposals for investors.
- Direct marketing and promotions.
- B2B sales and account management.