

# NICKHAYES.CO

hello@nickhayes.co

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I'm Nick Hayes, an Edinburgh-based designer from New Zealand, currently Head of Design at MarTrust.

For over a decade, I've been designing digital products and services that serve everyday human needs while driving meaningful business value across healthcare, finance, transport, energy, and education.

I'm passionate about solving complex problems through collaboration, curiosity, and research to craft thoughtful, beautifully designed solutions.

## EDUCATION

MAY 2017 - NOV 2017

### UX/UI Teaching Assistant

AUCKLAND UNIVERSITY OF TECHNOLOGY

MAR 2013 – MAR 2014

### Master of Art & Design

AUCKLAND UNIVERSITY OF TECHNOLOGY

MAR 2012 – MAR 2013

### Bachelor of Art & Design (1st Class Honours)

AUCKLAND UNIVERSITY OF TECHNOLOGY

MAR 2008 – NOV 2010

### Bachelor of Architectural Studies

UNIVERSITY OF AUCKLAND

## AWARDS

### DINZ Best Awards

2017 – TALKING MINDS – SILVER, PUBLIC GOOD

2015 – DHW LAB – PURPLE PIN, PUBLIC GOOD

2015 – DHW LAB STUDIO – SILVER, SPATIAL

2014 – GEORGE APP – GOLD, INTERACTIVE

## RESEARCH

2017

### Design For Health Journal

'Co-designing for mental health: creative methods to engage young people experiencing psychosis'

'Prototyping collaborative relationships between design and healthcare experts: mapping the patient journey'

'Prototyping an emotionally responsive hospital environment'

## EXPERIENCE

MAY 2024 – PRESENT

### Head of Design

MARTRUST, LONDON (REMOTE)

- Establishing design-led culture across the business, embedding HCD principles and practices, whilst unifying product experiences through scalable design systems
- Leading small freelance teams in development and rollout of a global brand refresh across Marcura Group digital products and marketing platforms
- Designed and delivered a new crew payment product from concept to launch in 4 months, serving 50k+ global crew

OCT 2022 – MAY 2024

### Senior Product Designer

THRIVA HEALTH, LONDON

- Designed and shipped a B2B diagnostics platform using Jobs-to-Be-Done framework, enabling partners to roll out remote testing in weeks not months
- Overhauled new design system across B2C, B2B, and marketing platforms, improving brand impact and scale

NOV 2021 – OCT 2022

### Senior Product Designer

EDITION STUDIO, AUCKLAND

Led the strategic redesign of global vehicle telematics platforms under a single product vision, informed by deep user research across multiple industries in APAC and North America.

MAY 2020 – OCT 2021

### Senior Designer & Strategist

FREELANCE – NEW ZEALAND, USA (REMOTE)

Consulted on product design for NZ's top corporates, including Air New Zealand, Genesis Energy, and US-based Imperative Care, leading rapid prototyping to pilot product implementation.

JAN 2019 – MAR 2020

### Senior Experience Designer

DIGITAL ARTS NETWORK, AUCKLAND

Led UX across multiple projects for SKY TV and ANZ Bank, facilitating 50+ usability tests, translating research insights into streamlined customer journeys and pixel perfect interfaces.

MAR – DEC 2014 | MAR 2016 – MARCH 2018

### Founding Designer

DESIGN FOR HEALTH & WELLBEING LAB, AUCKLAND

JAN 2015 – SEP 2015

### UX Designer

RED ANTLER, NEW YORK