

NICKHAYES.CO

hello@nickhayes.co
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Lead Product Designer with 10+ years of experience across agency, in-house, and contract roles in New Zealand, New York, London and Edinburgh.

As a seasoned generalist, I lead projects from discovery to launch—managing stakeholders and cross-functional teams to ship meticulously crafted, accessible products.

With broad experience across healthcare, fintech, and enterprise, I leverage research, collaboration and curiosity to translate complex problems into beautifully designed solutions that drive meaningful customer and commercial value.

EXPERTISE

STRATEGY & LEADERSHIP:

Design Strategy, Stakeholder Management, Mentorship, Workshop Facilitation, Product Roadmap.

PRODUCT & UX RESEARCH:

Information Architecture, Interaction Design, Lean UX, User Testing, JTBD, Accessibility Auditing (WCAG).

DESIGN EXECUTION:

UI & Visual Design, High-Fidelity Prototyping, Design Systems, Design Tokens, Component Library Management.

TOOLS:

Figma, Webflow, Framer, Miro, Jira, Storybook, Lovable.

EDUCATION & RESEARCH

MAR 2017 - NOV 2017

UX/UI Teaching Assistant

AUCKLAND UNIVERSITY OF TECHNOLOGY

Design For Health Journal

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

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

MAR 2013 - MAR 2014

Master of Art & Design

AUCKLAND UNIVERSITY OF TECHNOLOGY

MAR 2012 - MAR 2013 (1st Class Honours)

Bachelor of Art & Design

AUCKLAND UNIVERSITY OF TECHNOLOGY

MAR 2008 - NOV 2010

Bachelor of Architectural Studies

UNIVERSITY OF AUCKLAND

EXPERIENCE

MAY 2024 – JAN 2026

Product Design Lead (Head of Design)

MARTRUST, LONDON (REMOTE)

- Established a design-led culture across the business, embedding HCD principles and unifying product experiences through scalable design systems.
- Managed freelance teams to roll out a global brand refresh across digital products and marketing platforms.
- Shipped a new crew payment platform serving 50k+ crew in 5 months; subsequently drove a 50.1% NPS increase between Q2 and Q3.

OCT 2022 – MAY 2024

Senior Product Designer

THRIVA HEALTH, LONDON

- Designed a B2B diagnostics platform using JTBD, cutting onboarding from 6 months to 6 weeks and accelerating time to revenue.
- Overhauled design systems across B2C, B2B and marketing platforms, driving brand impact and operational 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