

Stedman Halliday

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Summary

Hello! I'm Stedman—a designer and engineer in San Francisco, California. I focus on creating digital products, brands, and media in purpose loaded and value aligned categories. I am currently building solutions for health, wellness, and connection.

Experience



Amazon Technical Academy Participant

Amazon

Aug 2022 - Jul 2023 (1 year)

- Trained on software engineering skills in an immersive environment with other Amazonians



Senior UX Designer

Amazon

Jun 2021 - Aug 2022 (1 year 3 months)

- Led customer experience design for emerging voice and multimodal technologies
- Led design systems and front-end for novel Alexa architecture unifying third-party deployments
- Led onsite negotiations between Alexa Voice Services and OEM partners' design teams



UX Designer

Wunderman Thompson

Mar 2021 - Jun 2021 (4 months)

Wunderman Thompson inspires growth for ambitious brands.

- Designed customer experiences for key Microsoft web properties (Windows and Surface)
- Designed remote learning solutions for Microsoft Education during the COVID-19 pandemic
- Redesigned Acura's vehicle features experience to facilitate a pandemic shift to online sales



Special Faculty

California Institute of the Arts

Jan 2021 - Jun 2021 (6 months)

California Institute of the Arts is a renowned institution of higher education for professional artists.

- Taught ICOM-101: Media & Web Development
- Designed and facilitated an entirely remote course
- Worked with 60+ students in group sessions and individually
- Summarized curriculum and presented student work at Treehouse Festival conference



Freelance Designer

Stedman Halliday Multimedia Design

Jun 2010 - May 2021 (11 years)

- Directed, designed, and developed across multiple mediums
- Specialized in designing identity systems and web media
- Chose socially diverse missions (culture, fashion, education, clean energy)
- Served economically diverse clients (SMBs to multinational corps)



Associate UX Designer

Wunderman Thompson

Jan 2020 - Mar 2021 (1 year 3 months)



Designer

Wunderman Thompson

Aug 2019 - Dec 2019 (5 months)



Business Development and Strategy Consultant

Yellowfinch, Inc.

Oct 2016 - Jan 2017 (4 months)

Yellowfinch developed IoT technologies to radically improve structural safety in residential and enterprise markets.

- Named the startup and designed brand assets for the enterprise IoT insurtech product
- Met with international team members to unite business and product goals
- Interviewed industry professionals to kickstart prototypical product development
- Authored initial fundraising pitches for induction into Nasdaq Entrepreneurial Center's Fall 2017 cohort



Associate Creative Director

Kadenze Inc.

Jan 2015 - Sep 2016 (1 year 9 months)

Kadenze brings together educators, artists, and engineers from leading universities across the globe to provide world-class education in the fields of art and creative technology.

- Designed and consulted on UI/UX for flagship web products
- Directed design for all client sub-brands and some content campaigns
- Designed pitches for rapid client and partner acquisition (~50 partners)
- Developed front-end assets for various web endpoints



Designer

Kadenze Inc.

Apr 2014 - Jan 2015 (10 months)

Education



buildspace

Aug 2023 - Sep 2023

nights & weekends is a six-week school to build ideas. Take any idea that's exciting, figure out how to bring it to life, and turn it into something that people care about alongside other passionate builders.



California Institute of the Arts

Bachelor of Fine Arts (BFA), Graphic Design, Digital Arts (Minor)

2012 - 2016

The Program in Graphic Design prepares its students for a wide range of professional options: print and publication design; web and interface design; motion graphics for broadcast and film; branding, identity and type design; as well as careers in design history and education. The program emphasizes both practical and conceptual skills, and enables each designer to integrate a command of visual language with imagination, theory and technology.

Licenses & Certifications



48in48 Volunteer - 2020 - 48in48

Skills

Branding • Full-Stack Development • Software Development • Back-End Web Development • Amazon Web Services (AWS) • Ruby on Rails • Git • Node.js • PostgreSQL • Java

Honors & Awards



AIGA-Tomoko Miho Award - AIGA/Worldstudio

Jun 2013

Worldstudio AIGA Scholarships aim to increase diversity in the creative professions and to foster social and environmental responsibility in the artists, designers, and studios of tomorrow.



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