

Stedman Halliday



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I'm a technical generalist based in San Francisco with over 15 years of experience creating values-driven products, brands, media, and experiences. I've shaped customer experiences and driven growth across categories for startups, SMBs, and global enterprises.

Recent Experience


My professional experience in design and technology dates back to 2010; recent positions are outlined below.


-  **Co-Founder + CPO • Stealth Startup (Health-Tech) • Feb 2024–Nov 2024**
 - Personal health platform to personalize advice from customers' favorite health movements and influencers.
 - Tools, coaching, and personalized plans to optimize wellness, longevity, and performance.

-  **Consultant • Eat Blueprint • Jan 2024–Apr 2024**

Eat Blueprint is a meal service for longevity optimization inspired by Bryan Johnson's Blueprint Protocol.

 - Developed menu products to align nutrition principles, food quality, and customer preferences
 - Programmed longevity meetups attended by over 1,000 Bay Area locals and Bryan Johnson
 - Produced marketing artifacts (web, video, merch, print) to drive over 585K organic impressions in Q1
 - Operated subscription platform to persist \$1M annual recurring revenue run rate

-  **Senior UX Designer • Amazon • Jun 2021–Jul 2023**
 - 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
 - Trained full-stack software engineering skills in an immersive program with other Amazonians

-  **Special Faculty • California Institute of the Arts • Jan 2021–Jun 2021**

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

 - Taught ICOM-101: Media & Web Development to over 60 students
 - Designed and facilitated a 100% remote course during the COVID-19 pandemic
 - Presented curriculum and student work at Treehouse Festival conference

-  **UX Designer • Wunderman Thompson • Aug 2019–Jun 2021**

Wunderman Thompson is a global marketing communications agency with 200 offices in 90 markets.

 - Drove 8–18% revenue increase for key Microsoft web properties (Windows Commercial, Surface)
 - Led COVID-19 redesigns for Microsoft Education (127% increase in unique visits)
 - Redesigned Acura's vehicle features experience for a 100% online COVID-19 sales funnel

Education

California Institute of the Arts • 2012–2016

Bachelor of Fine Arts in Graphic Design

Minor in Digital Arts

Awards

AIGA-Tomoko Miho Award • 2013 & 2014

Worldstudio AIGA Award recipient for Graphic Design

Awarded 2 consecutive years

Skills

Creative: photo, raster, vector graphics (Adobe Creative Cloud, Photoshop, Illustrator), wireframes (Miro, FigJam), interactive prototypes (Figma, Sketch, XD, Principle), code prototypes (Origami, Framer), presentation (Keynote, Powerpoint, Slides), video (Premiere), motion graphics (After Effects), 3D (Blender, SketchUp), generative graphics, projection mapping, writing, audio engineering, screen printing and lithography

Technical: programming and web languages (Java, JavaScript, TypeScript, HTML, CSS), MVC and JavaScript frameworks (React, Next, Rails, jQuery, Node, Express), design systems, static site generators (Jekyll, Gatsby), relational databases (SQL, Postgres), utilities (Amazon Web Services, Git, Unix, Webpack, preprocessors, templating, package management)