Stedman Halliday

stedman.rh@gmail.com +1.310.867.9416

stedmanhalliday.com linkedin.com/in/stedmanhalliday

I'm a design engineer in San Francisco creating values-aligned products, brands, media, and experiences. Most recently, I've been launching and growing early-stage companies focused on health and longevity and building to support local community and connection.

Recent Experience

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

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 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, and vector editing (Adobe Creative Cloud, Photoshop, Illustrator), wireframes (Miro, FigJam), interactive prototypes (Figma, Sketch, XD, Principle), code-based prototypes (Origami, Framer), presentation (Keynote, Powerpoint, Slides), video editing (Premiere), motion graphics (After Effects), 3D design (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)