
HAYDEN EDWARD TIKIHANA WHITECLIFFE

Experienced Designer and Customer Researcher

STATEMENT OF PURPOSE

I'm a curious problem solver and team player with a growth mindset. I enjoy a challenge and delight in the chance to create insightful solutions with solid understanding of underpinning concepts, technology, or systems.

PROFESSIONAL EXPERIENCE SUMMARY

Foodstuffs North Island (Liquorland) | Auckland, New Zealand

UX Lead (Fixed term contact) January 2023 – Present

Achievements

- Created business process best practice discipline and implemented with stocktaking process
- Presented business process best practice at Liquorland conference to some 200 people
- Designed and tested prototype portal with key Liquorland suppliers
- Supporting development of new service with various UX design methodologies

Woolworths New Zealand Ltd. (Countdown Supermarkets) | Auckland, New Zealand

Experience Research & Design Chapter Lead (Secondment) May 2022 – December 2022

Senior User Experience Designer March 2021 – January 2023

Achievements

- Acting Research Lead for full UX Practice, supporting team of 16 people with reviewing research plans, discussion guides/plans, training/upskilling at biweekly chapter time for research, team research budget and research tools management
- Part of Group wide design leader's forum
- Promoted to line manager to team of 5 for secondment role as of May 2022
- Running and presenting to monthly companywide Research & Insights showcase for NZ
- UX Partner to two agile tribes
- Completed 10+ major initiative research projects, in-store and online remote

Theta Systems Limited | Auckland, New Zealand

Senior Consultant (UX) January 2019 – March 2021

Achievements

- Successfully lead major UX Research & Design engagement with Airways NZ to redesign an operational tool for Air traffic controllers in NZ
- Supported research & design for industry leading Visitor Management Software, Eva Checkin during lockdown
- Supported UX design & research for FAQ Bot – conversational chatbot product
- Supported NZ Government with key analytics project for major initiative

Whitecliffe College of Arts & Design | Auckland, New Zealand

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Strategic Advisor to Asia Pacific Education Group (Fixed term contract) September 2018 –December 2018

Director of Projects, Systems & Communications April 2017 – September 2018

Achievements

- Lead implementation of new student management system, enrolment portal and design of student hub
- Lead refurbishment of student and staff facilities including design of the Print & Cut hub and admissions room
- Successfully completed major satisfaction surveys with student body
- Successfully hosted a UX conference with three different universities in Auckland and arranged two international renowned guest speakers from Facebook and Apple's UX teams
- Supported transition of sale of business to new owner

Japanese Medical Technology and Equipment Manufacturer | Pennsylvania, USA

Contracted UX Researcher & Designer June 2018 – August 2018

Achievements

- Lead UX engagement between two different business units (Japan & US) for a fortune 500 company
- Competed project with multiple rounds of UX Research in hospitals in the US

Japanese Medical Technology and Equipment Manufacturer | Tokyo, Japan

Contracted UX Researcher & Designer August 2016 – March 2017

Achievements

- Lead UX project for a fortune 500 company out of head office in Japan
- Conducted over 50 customers research interviews/usability tests across Japan and Australia
- Completed project on-time and within budget
- Successfully navigated commercials of project as a contractor

Tigerspike Pty Ltd | Sydney, Australia

Technology Project Manager October 2015 – March 2016

Tigerspike Pty Ltd | Melbourne, Australia

UX/UI Producer March 2014 – June 2015

Pactera Technologies International (NASDAQ: PACT) | Shanghai, China

Senior Analyst & UX Researcher/Designer June 2013 – March 2014

Pactera Technologies International (NASDAQ: PACT) | Melbourne, Australia

Associate Consultant July 2012 – June 2013

Pactera - Formerly VancelInfo Technologies International (NYSE: VIT) | Melbourne, Australia

Sales & Marketing Consultant June 2011 – June 2012

Pactera – Formerly VancelInfo Technologies International (NYSE: VIT) | Melbourne, Australia

Sales & Marketing Assistant (Internship) May 2011 – July 2011

References available on request

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EDUCATION

RMIT University (Melbourne)

July 2011 – March 2012 Master of Communications (Advertising)

University of Auckland

February 2006 - November 2009 Bachelor of Business and Information Management

PROFESSIONAL DEVELOPMENT

Alicia McKay, Kaiako Leadership Sprint

November – January 2022 Strategic leadership course for CountdownX team members

Harvard University, Graduate School of Design (Cambridge, MA)

June - July 2019 Design Discovery 6-week on campus Programme, Design thinking & Architecture

IBM, Enterprise Design Thinking

March 2019 Design Thinking Practitioners - Online course

AUT University (Auckland)

July 2018 – October 2018 Te Reo - Maori Language (Level 5 Course)

February 2018 – June 2018 Te Reo - Maori Language (Level 4 Course)

July - November 2016 Introduction to Conversational Maori (Level 4 Course)

General Assembly (Sydney)

November 2015 Lean UX (Workshop)

The University of Sydney

November 2015 Level 1 Cartooning for professional communication (Workshop)

General Assembly (Melbourne)

May 2015 – July 2015 Front End Web Development, HTML, CSS, JavaScript, JQuery (8 hours per week for 12 weeks)

Australasian Centre of Chinese Studies (Melbourne)

May 2011 ~ June 2015 Mandarin Language Courses Level 1 – 7

Professional experience details available on haydenwhitecliffe.com

VOLUNTEERING, CHARITABLE & COMMUNITY EXPERIENCE

Greg Whitecliffe Charitable Memorial Trust | Auckland, New Zealand

Trustee March 2013 – Present

The Greg Whitecliffe Charitable Memorial Trust provides life and travel experiences to young and emerging artists in New Zealand through awards, grants and prizes. I have various roles and responsibilities, primarily involved in creation of website and marketing collateral/services to support the Trust's initiatives including:

- Website creation/management (www.gregwhitecliffe.com) + (www.whitecliffe.com)
- LinkedIn/Facebook
- Event Support
- Collection management and photography support

Kiore Trust (Maori Reservation) | Maketu, New Zealand

Chairman March 2012 – Present

The Kiore Trust was set up to manage a traditional Maori reservation in Maketu. In the late 1700, the Reservation was a strategic site for the Arawa Tribe. It was originally created as a marker for the first landing site in the region. The site had a prominent gateway (Waharoa) and meeting house (Wharanui) which were taken down in the late 1880s due to cultural breakdowns. The trust was formed to recreate the site to rebuild community and cultural values. I am a descendant of the original landowners. As chairman, I am responsible for:

- Managing and coordinating trustees
- Steering the Trust's vision and objectives
- Representing the Trust's views to the court, tribunals and community
- Creating flyers and information for public use
- Creating video and other promotional material
- Collecting information to discuss with the public
- Website creation (www.teohu.co.nz)

SKILLS OVERVIEW

- User experience design & research
- Account management, business development and stakeholder management
- Project Management
- Productisation and strategy
- Digital production, website development, media and reporting
- Business process analysis, problem solving and requirements gathering

LANGUAGES

- English – native Speaker
- Mandarin – elementary proficiency
- Te Reo Maori – elementary proficiency

OTHER

- 'The Age' Half Marathon 2010: 1:28:46
- 'Flight Centre' Marathon 2011: 3:28:36