Joel Mann



User Experience Designer | Design Systems

Auckland, New Zealand | +64 27 484 9802 | joelmann17@gmail.com
Portfolio: joelmann.design | LinkedIn: linkedin.com/in/joel-mann-905003239

Summary

User experience designer who takes ideas all the way to the shipped product. As the only designer at a growing IoT company, owned everything from the brand to the design system engineers build from, and learned to make decisions that hold up in code, with customers and on a deadline. Brings teams along through workshops rather than handoffs, and makes complex, technical products feel simple to the people who use them.

Experience

User Experience Designer

Jan 2023 – Sep 2026

Wildeye Monitoring | Auckland, New Zealand | Full-time

Founding designer for an IoT monitoring platform used in Australia, NZ, the US and beyond, turning data from water flow to vaccine fridges into graphs, alerts, reports and billing, with three engineers, a tester and the CTO.

- **Design system:** built from the ground up: **225 tokens and 129 components** covering colour, type, spacing, elevation and motion, documented in Storybook and consumed from one semantic token layer by Vue 3 on web and React Native on mobile. 100% of new UI was built on it.
- **Design to development:** designed the system in Figma from the ground up and later took it into production code through Storybook, contributing to coded components alongside the engineers. UI delivery went from **months to one week**. Claude Code agents read Figma over MCP, built against our CLAUDE.md rules and ran accessibility checks before review.
- **Accessibility:** built WCAG 2.2 into the system. Components were tested in a real browser with axe, for keyboard and focus behaviour, and for colour contrast.
- **Data and revenue:** designed a graph editor and a compliance map overlaying live flow on water orders, shaped in workshops with stakeholders and resellers. It helped turn a California pilot into a **500+ site deployment** at Arvin-Edison Water Storage District, an estimated seven-figure deal, hardware plus subscriptions.
- **Brand and web:** led the rebrand, and designed and built the new marketing website solo in one month, with the logger live in 3D from its manufacturing CAD. Also owned marketing collateral, content design and print.

Product Designer (Freelance)

Sep 2025 – Dec 2025

Aeva AI | Remote | Contract

AI voice receptionist for healthcare clinics, serving 1,300+ practitioners and 140,000+ calls.

- **Discovery:** ran 15 interviews with the founding team, current users and churned prospects, and a 90-day GA4, Hotjar and Google Ads audit that found **73% of traffic was mobile** on a site that wasn't responsive.
- **End-to-end delivery:** redesigned and rebuilt the marketing site, from brand and design system to a responsive React front-end, and shipped it to production in small, reviewable pull requests.
- **Results:** demo bookings rose **200–300%** after launch, and 140% on organic and direct traffic alone, excluding a concurrent paid campaign. In a 30-day follow-up survey, 78% of users said setup felt clearer.

UX/UI Design Intern

Feb 2022 – Aug 2022

Lowner | Auckland, New Zealand | Internship

- Designed a mobile-first property management platform, from user interviews to high-fidelity prototypes.

Projects

Hivemind

2026

Self-initiated concept | *AI product, brand and design system* | *joelmann.design/hivemind*

- **Product concept:** a Google Meet add-on that turns a meeting's spoken answers into its agenda. The host asks one question, everyone answers out loud on their phone at once, and a minute later the room hears what it thinks.
- **AI synthesis:** each answer is transcribed, then AI combines the room's transcripts into one readout: the headline, recurring themes with how many raised them, where the room splits, and the idea only one person had. Meet add-ons can't use the call's microphones, so Hive, a call participant like a notetaker, reads it aloud, and it becomes the agenda, each item showing its source ("Raised by 6 of 10").
- **Designed for trust:** answers are anonymous. Speakers can trim their words but never rewrite them, and see the exact line that might be quoted before sending. Quotes are cleaned of anything that identifies someone, and audio is deleted once transcribed. Prototyped end to end, from a 30-page documented component library to the phone app, in-call readout and team dashboard.

Skills

Product and UX:	product design, UX design, UI design, interaction design, information architecture, user flows, user journeys, wireframes, prototyping, responsive web design, mobile app design, data visualisation
Design systems:	design tokens, component libraries, Storybook, theming, design documentation, accessibility (WCAG 2.2)
Research:	user research, user interviews, moderated usability testing, A/B testing, analytics (GA4, Hotjar), workshop facilitation
Collaboration:	stakeholder alignment, cross-functional delivery with engineering and QA
Visual and brand:	visual design, typography, brand identity, motion design, print and marketing collateral
Tools:	Figma, Storybook, Adobe Illustrator, Photoshop, InDesign, After Effects, Premiere Pro
Front-end:	HTML, CSS, Vue 3, React, Next.js, TypeScript, Tailwind CSS
AI:	Claude Code, Claude Design, Figma MCP, sub-agent orchestration, Higgsfield

Education

Bachelor of Design (Interface Design) | *University of Waikato* *Mar 2020 – Oct 2022*

Cambridge A Levels | *King's College*