

Nick Hallam

Product design & strategy

nhallam.design
[@nhallam](#)

For the past fifteen years, I’ve helped all kinds of people and companies uncover important customer problems, then imagine, design and ship creative solutions that solve those problems. My work typically involves two parts, answering: what should we build and why? Then, how should we make it a reality?

Employment History



Head of Design
Beautiful Function LLC
Oct 2024 - Present

Beautiful Function is a design, strategy & technology agency in Brooklyn, NY. We work with early stage companies to help craft brand and product experiences that connect with customers.

Key Info

- AI native design approach
- Early stage focus

beautifulcuntion.com



Product Design & Strategy (contract)
Cecil
Feb 2024 - current

The team at Cecil is building a best-in-class nature data solution for a large group of underserved customers. I’ve been pulled in to help shape their v1.0, working with the founders, lead designer, and engineering on prototypes, research, and finished UI (pre-launch).

Key Info

- Web app is currently pre-launch
- Venture funded
- Based in NYC, Sydney and London

cecil.earth

Employment History (continued)



Lead Product Designer (contract)

Halo.car

June - August 2023 (3 months)

Halo has developed remote pilot technology that allows them to deliver electric cars to customers. I worked with their team to lead the redesign of their app, including reimagining the booking and account registration flows and development of a basic design system.

Key Info

- App launched and in market
- Venture funded
- Based in Las Vegas

halo.car 



Lead Product Designer

WorkSafe Victoria

Nov 2019 - 2023 (3 years 7 months)

WorkSafe Victoria is a state government body that manages and delivers workplace insurance for over 5 million Victorians. In 2019, I joined as their first full-time product designer and oversaw the development of their first design system, helped grow our team to 15 designers, and built out the customer-facing portal to help users manage their insurance claims.

Key Info

- Grew our team to 15 designers
- Over 500K registered accounts
- Built on top of Salesforce

worksafe.vic.gov.au 



Senior Product Designer

realestate.com.au

Apr - Aug 2019 (6 months)

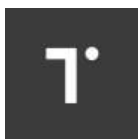
The REA Group runs the largest property portal in Australia that features listings for both buying and renting. I joined the rent team for a 6-month contract to research, design and implement the inspection booking and calendar management functionality.

Key Info

- Built for iOS & Android
- 12 million monthly visitors
- Functionality wen't live and is in market today

realestate.com.au 

Employment History (continued)



Co-founder and Lead Designer

Tiller

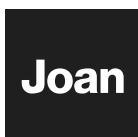
Jan 2016 - Jan 2020 (4 years)

Tiller uses custom hardware and software to help teams more accurately track their time and measure productivity. We developed the idea inside our own agency, which we then successfully funded on Kickstarter and shipped over two thousand devices around the world.

Key Info

- Raised \$75,000 on Kickstarter
- US Patent Pending
- Shipped over 2,000 devices globally, pre-order sold out

[View on Kickstarter](#) 



Founder & Head of Design

Joan

Jan 2014 - 2019

Joan was an innovation, product design, and research agency that I co-founded after my time at IDEO. We helped clients shape their ideas, build and test prototypes, and eventually design and ship web and native apps. We eventually stopped work on Joan to focus on Tiller full time.

Key Info

- Team 3 partners 5 staff
- Based in Melbourne, Australia
- Clients: Real Time Agent (aqc. \$35m), RACV, Dairy Australia



Lead Product Designer

The Dots

April 2013 - Dec 2016

The Dots is the leading creative professional network in the UK and Europe. I worked on and off with their leadership team, designers, and engineers over several years to help identify customer pain points, prototype new solutions, design, and ship features including group messaging and portfolio creation.

Key Info

- 750,000 accounts & portfolios
- Increased return visits & usage
- Venture backed, based in London

the-dots.com 

Employment History (continued)



Communication & Interaction Designer

IDEO

June - Nov 2013

IDEO is the world's leading design and innovation firm. I joined their Singapore office to help deliver work for some of the APAC clients including Telstra, Melbourne Airport, and Lyon Nathan.

Key Info

- Based in Singapore & Melbourne
- Together, we conceived of the popular pre-order app 'Skip' that was incubated and went live in 2016

ideo.com 



Co-founder

Positive Posters

Apr 2009 - 2013

After completing my honors, I set up Positive Posters, a non-profit organization that ran exhibitions and built and maintained a social network for graphic designers who wanted to create impact with their work. I ran the organization for 5 years and grew the community to over 15,000 designers, with over 1 million unique page views per month and accounts in 127 countries.

Key Info

- Built on Wordpress
- In 2013 we had over 15,000 accounts and 1 million months page views
- Top three most active countries were Australia, USA and Iran

Education History

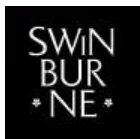


Honours of Communication Design

Monash University

2009

In 2009, I spent 12 months completing a research year into 20th-century sans-serif typography. I was interested in exploring how the main typefaces of the century came about and what impact culture they had. This included Futura, Gill Sans, Helvetica, and Gotham.



Bachelor of Communication Design

Swinburne University

2006 - 2008

References



Edwina Olver

Manager at WorkSafe
edwina@untangld.co



Alex Logan

CEO Cecil.earth
alex@cecil.earth



Cass Mao

CSO at Halo
cass@halo.car