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

UX designer specialising in design systems. As founding designer at Wildeye, an IoT monitoring platform with 100,000+ users, I took the design system from first concept to production code and built responsive web and mobile products on it. I work end to end, from discovery and stakeholder workshops to prototyping and delivery, and I build systems for how teams work now: documented so AI agents can build from them, with WCAG 2.2 accessibility designed into every component.

Experience

User Experience Designer

Jan 2023 – Present

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 is built on it.
- **Design to development:** moved the system's source of truth from Figma to code and commit components to production myself; removing the handoff cut UI delivery from **months to one week**. Claude Code agents now read Figma over MCP, build against our CLAUDE.md rules and run accessibility checks before review.
- **Accessibility:** built WCAG 2.2 into the system. Components are 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. I also own 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 (n=43) 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.

Selected Projects

Comms

2026

Self-initiated concept | *Brand, design system and product* | *joelmann.design/comms*

- **Idea to working product, solo:** lets the people at home message someone mid-match. Brand plus four connected surfaces, all working prototypes: a phone app, a Windows desktop app, an in-game overlay answered with one key (F7 to F9) and a marketing site.
- **Design system:** three token layers (primitives, light and dark semantics, components) generated from one source into CSS, TypeScript and native Rust for the overlay, plus a 31-page documented component library.
- **Quality bar:** audited to WCAG 2.2, with **zero axe violations across 41 pages** and a Lighthouse accessibility score of 100. The overlay's performance budget was set before the first screen: under 0.5% idle CPU, under 40 MB of memory, no GPU work when quiet.
- **Product thinking:** designed the full journey, from invite and sign-in to reachability modes and per-person rules, plus a free tier and a one-off Comms+ upgrade.

Hivemind

2026

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

- **The idea:** a Google Meet add-on. The host asks one question, everyone answers out loud at once, and a minute later the room hears a readout of what it thinks, which becomes the meeting's agenda.
- **Research to prototype:** took it from market research (polls, notetakers, decision logs) to a brand, a 24-page documented component library and working prototypes of the phone app, in-call readout and team dashboard.
- **Designed for trust:** anonymity drives every layout, transcripts are visible only to the speaker, and audio is deleted once transcribed.
- **Business and testing:** defined the model (free in the meeting, paid for what a team learns over time) and a test plan with pass conditions written before any results.

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*