

● Nikolai Evans

LOCATION

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PROFILE

A hands-on Product Design leader, experienced in building and scaling multidisciplinary design organisations in complex, multi-brand environments.

Proven track record of transforming product teams from feature-led delivery to customer and outcome-driven models — with a consistent emphasis on craft quality as the distinction that takes it beyond good enough to outstanding.

Operating at executive level across B2C and B2B platforms, partnering with product, technology and commercial leadership to define strategy, drive growth and embed high-performing design practices at scale.

CAREER HIGHLIGHTS

- 30+ person multidisciplinary design orgs built and scaled
- 12-brand design system championed and delivered
- €7m additional annual business value through elevating design
- Cross-channel customer experience transformation
- 55k downloads on first ski app launch
- Fluency in jobs to be done achieved across product and design org

EDUCATION

1996 – 2000

Brunel University

BSc (Hons) Industrial Design 2:1

LANGUAGES

FLUENT

English, Portuguese (Brazilian)

INTERMEDIATE

French, Greek

BEGINNER

Spanish, German, Italian

CAREER

● Head of Product Design

Stepstone

Oct 2016 – May 2026

Leading a 30+ team — spanning product design, content design, research and service design — across both jobseeker (B2C) and recruiter (B2B) platforms in a marketplace environment. Joined as Head of UX at Jobsite; scope expanded to cover all Stepstone UK brands, with a further promotion to operate at a global level.

- Led several 0–1 product discovery initiatives to inform the future direction of the jobseeker experience
- Delivered €7m in additional annual business value by steering the relaunch of the AI-powered Profile Match feature
- Built and scaled research and service design as core capabilities, embedding insight into product strategy and decision-making
- Increased delivery speed and consistency across 12+ brands by rolling out a multi-brand design system, establishing a DesignOps function and exploiting new AI opportunities
- Elevated design from execution to strategic partner, embedding teams across product domains and leadership forums
- Led a jobs to be done programme, baking the insights into the foundations of all product development

● Head of Customer Experience Strategy

SHG, TUI UK

May 2013 – Oct 2016

Previous Head of UX role expanded into an executive leadership position shaping end-to-end customer experience across digital and operational channels.

- Defined the mobile concept and launched the first native app for Crystal — 3k downloads in month one, 55k in the following season
- Reinvented the traditional ski brochure as an industry-leading mountain guide through deep understanding of changing user needs
- Investigated declining Marine site performance and defined a roadmap addressing key user problems, resulting in a 20% conversion increase
- Established cross-functional forums and KPIs to align teams around customer insight and experience outcomes

● Head of UX

Specialist Holidays Group, TUI UK

Nov 2010 – May 2013

Responsible for the online experience across all SHG brands, heading a 20-strong team covering Research, Content, Design and Development. Recognised as a key influencer in SHG's strategy and direction.

- Redesigned Hayes & Jarvis from the ground up with broad searching, cutting the average number of searches required to book and significantly reducing call centre support requests
- Created the User Research team as an in-house capability
- Introduced Lean UX practices to deliver large-scale projects more efficiently
- Attended TUI's Leadership Programme, normally reserved for board-level personal development

● User Experience Manager

TUI Ski, TUI UK

Nov 2009 – Nov 2010

Responsible for UX, visual design and front-end code, line managing a 5-strong UX team across requirements, design, content creation and QA.

- Launched a new online platform for the ski and lakes sites, increasing online conversion and channel share
- Designed and rolled out a new customer feedback and enquiry platform for Crystal, involving a virtual team of 100+ overseas reps
- Established social media initiatives using overseas reps' local knowledge to bring destinations to life online

● Senior UX Architect

GT (now VML London)

Jan 2007 – Nov 2009

- Led experience design across major accounts including Audi, BBC, Microsoft/Xbox and ASDA, shaping digital products and services
- Stepped in as interim Head of UX

● Head of Design

RACe, RAC Motoring Services

Dec 2003 – Dec 2006

- Defined online strategy and led major redesigns for RAC and BSM, delivering significant improvements in conversion and customer experience