Nikolai Evans

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PROFILE

A hands-on Product Design leader who gives users a seat at the table. Experienced in forming and scaling multidisciplinary design organisations that turn craft into business advantage, across complex environments.

Starting with a deep understanding of users and their needs, as these form the opportunities to drive real business and commercial outcomes. I stay close to the work, holding the standard on craft and care, and giving teams what they need to do their best work.

I operate at senior leadership levels, partnering with product, technology and commercial to set strategy, build the evidence behind it, and connect it through to execution.

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 User 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 600+ 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
- Creative and customer insight lead on the RAC Used Car proposition.
- Led the rac.co.uk redesign, lifting dwell time and conversion across RAC's products.
- Led the design for BSM's transformation into a wholly online business.