Vincent Dean

Design Leader

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Summary

Established Design Leader with a proven track record of crafting user-centric design solutions. Adept at navigating complex environments, having led cross-functional teams for large organizations and/or partnered directly with CEOs of startups. Proven ability to balance business, customer, and product needs to deliver impactful, brand-centric design solutions across web, mobile, and OTT platforms.

Professional Experience

Vincent Dean Consulting / Founder and Design Director

December 2023 to Present, Seattle, Wa

Results-oriented professional with a long history of consulting success. I have a strong background in zero-to-one product design in both startups and fortune 15s. Skilled in leading diverse teams and/or excelling solo. Recently working with the likes of PBS, Microsoft and various startups, I adapt to whatever the team needs and thrive in collaborative environments, driven by a customer-centric approach to tackle and solve stakeholder and customer challenges. Accomplishments include:

- Currently consulting with PBS leadership around strategy and design execution across all major streaming platforms and devices supporting a new “Local Streaming Initiative” to roll out an updated family of products for stations and audiences across the US.
- Currently supporting design and strategy initiatives for two AI-related startups working with the team on product and brand direction along with venture capital strategy.

Sinclair Broadcast Group / Director of Product Design

October 2015 to June 2023, Seattle, Wa

Led, hired, and collaborated with a diverse creative team of 15, fostering a culture of trust where we advocated for our users, drove innovation, and approached complex design problems holistically across our B2B/B2C ecosystem, working with customers, engineers, product management, and stakeholders.

- Established a clear design vision and communicated it effectively across a large (11,000 employee) organization, facilitating cross-functional collaboration with teams to ship an array of products and features.
- Successfully defined and evolved UX standards for 200+ consumer apps and their accompanying CMS across seven platforms, catering to news, entertainment, and sports on multimodal devices.
- Utilized tools to create user journeys, wireframes, prototypes, and high-fidelity layouts to review, critique, test, draw consensus, and articulate design rationale

for user needs across engineering, product, and senior leaders within our organization carving out current UX and future direction.

- Spearheaded the creation of Tennis Channel's streaming initiative, catering to 63 million subscribers, resulting in a 250% surge in subscriptions.
- Strategically reimagined our local news applications in 2021, resulting in a 46% increase in screen views by aligning with user expectations, data-driven insights, customer feedback and business objectives.
- Took a hands-on approach, assuming ownership of initiatives and projects, navigating complexity and ambiguity from zero-to-one, consistently delivering world-class experiences.

Pixelube / Founder and Creative Director

April 2002 to October 2015, Seattle, Wa

Successfully founded and led Pixelube, a multidisciplinary design studio, for fourteen years, overseeing all facets of communications, business, and design catering primarily to Seattle's tech sector. Specialized in brand development, print materials, advertisements, web design, and mobile application design.

- Consistently managed and delivered on multiple projects, collaborating with various functional groups, including external development teams, upper-level executives, multiple designers, product managers, advertisers, and clients.
- Cultivated partnerships with 200+ clients and successfully shipped a diverse portfolio of 500 projects for organizations such as Microsoft, Xfinity, T-Mobile, University of Washington, Fred Hutchison, The Seattle Times, and many others.

Education / Military

Wichita State University / Bachelor Fine Arts (Design)

1994 - 1998, Wichita, Ks

IBM Certification / Intro to Artificial Intelligence

2023, Coursera

United States Army

1989 - 1992, Europe & US.

Skills

Creative Leadership, Managing, Mentoring, Storytelling

UX Design, UI Design, Interaction Design, Design Systems

Web, iOS, Android, FireTV, Roku, tvOS, Tizen

Product Strategy, Critical Thinking, Systems Thinking, Research & Workshopping

Cross-Functional Collaboration, Agile Methodologies

Adobe Suite, Figma, Sketch, Miro, Webflow, etc.