Vincent Dean

Design Leader

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Summary

Accomplished Design Leader with 20+ years of experience delivering user-centered digital solutions for diverse organizations, from startups to large enterprises. Adept at leading design teams and hands-on execution, defining and championing product vision from cross-functional teams to executive leadership to achieve shared goals.

Professional Experience

Vincent Dean Consulting / Founder and Design Director

December 2023 to Present, Seattle, Wa

- Consulted and drove design strategy for PBS's "Local Streaming Initiative," defining a unified content ecosystem across major platforms (Web, iOS, Android, Roku, tvOS) to enhance content discovery and engagement for national and local programming, fostering community connection.
- Designed "Braide," an AI-powered educational tool that demonstrably reduced teacher grading time by up to 90% for grades 6-12.
- Partnered with diverse clients, from startups to large enterprises like Microsoft, delivering user-focused design solutions aligned with stakeholder, business, and customer needs.

Sinclair Broadcast Group / Director of Product Design

October 2015 to June 2023, Seattle, Wa

- Directed, mentored, and scaled a 15-person product design team (including UX researchers and designers), fostering a collaborative and innovative culture across B2B/B2C news, sports, and entertainment products.
- Defined product design vision and maintained UX/UI standards across a portfolio of 200+ consumer applications and internal CMS tools spanning web, mobile (iOS/Android), and connected TV (Roku, FireTV, tvOS, Tizen), ensuring cohesive multi-platform experiences.
- Drove a 250% increase in Tennis Channel subscriptions by leading the optimization of user journeys and content discovery using data analysis and user feedback.
- Improved local news app screen views by 46% through user-centered redesigns focused on relevant content delivery and experimented with gamification features to drive community engagement.
- Championed user needs and design strategy in collaboration with Product Management, Engineering, Marketing, and Executive Leadership within a large organization (11,000+ employees) to ensure alignment and achieve shared objectives.

Pixelube / Founder and Creative Director
April 2002 to October 2015, Seattle, Wa

- Founded and led a multidisciplinary design studio for 13+ years, serving as the primary owner, product lead, and creative director for Seattle's tech sector.
- Successfully drove 500+ projects from concept to launch (zero-to-one), managing scope, milestones, and internal/external resources while wearing multiple hats (design, strategy, project management, occasional development).
- Collaborated closely with stakeholders, developers, and executives across 200+ clients (including Microsoft, Xfinity, T-Mobile) to define requirements, ensure alignment, and deliver impactful digital products and solutions.

Education / Military

Wichita State University / Bachelor Fine Arts (Design)
1994 - 1998, Wichita, KS

AI Aided Graphic Design Course with James Hurst
2025, elvtr

IBM Certification / Intro to Artificial Intelligence
2023, Coursera

United States Army
1989 - 1992, Europe & US.

Skills

Leadership & Management: Team Leadership & Mentoring (Product & Design), Executive Collaboration, Cross-Functional Alignment, Design Advocacy, Culture Building, Stakeholder Management, Project/Product Ownership (Concept to Launch)

Product & Strategy: Product Strategy & Vision, Roadmapping, Customer-Centric Design, Data-Driven Decision Making (Qualitative & Quantitative), Market Trends Analysis, Business Goal Alignment, SaaS (B2B/B2C), AI Product Concepts, Gamification Concepts

Design & UX: UX/UI/Interaction Design, Design Systems, User Research, Usability Testing, Prototyping, Information Architecture, Content Ecosystem Design, A/B Testing, Workshop Facilitation

Platforms & Technologies: Web, Mobile (iOS, Android), Connected TV (Roku, tvOS, FireTV, Tizen), CMS Design, Streaming Media Delivery

Methodologies & Tools: Agile/Scrum, Lean UX, Design Thinking, Figma, Sketch, Adobe Creative Suite, Miro, Various AI Tools