Justin Dickinson

PRODUCT DESIGN

DESIGN MANAGER

PRODUCT MANAGER

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EXPERIENCE

Director of Product Design, Namely
New York, NY — 2016-Present

Rebuilt Namely's design team, strategy, and defined design-first product philosophy. Lead redesign of two core platforms within the company as well as unification of all products. Developed UI kit, grid systems, visual language, and product voice across all platforms.

- Hired, managed, developed new design team
- Created design hiring and team building best practices, culture, and lead design-first efforts for platform improvement
- Worked with various feature teams to launch new products and redesign old features.
- Worked on platform unification between three core areas (payroll, benefits, HR)

Director of Design, Vimeo
New York, NY — 2013-2016

Oversaw all aspects of design for the Vimeo platform, apps, brand, and marketing. Lead a full site redesign over two years. Ongoing optimization of the Vimeo player and video page. Designed native mobile and TV apps. Creator platform product management for video upload, management, user subscription funnel, site taxonomy and navigation.

- Hired, managed, developed 10 person product and marketing design team.
- Created specs, wires, design concepts, final mocks, presentations, personas, user tests.
- Created process for a small team to execute roadmap while contributing cross functionally.
- Built relationships with design, product, marketing, BI to facilitate design-lead thinking and strategy

Senior/Lead Designer, Vimeo
New York, NY — 2010-2013

Principal designer on Vimeo creator and audience projects. Worked closely with engineering, SVP of Product, and business leaders before product team was established. Designed for desktop, mobile, and TV. Launched Vimeo On Demand platform and Vimeo PRO paid tier and related tools.

Senior UX Designer, FiLife
New York, NY — 2007-2010

Responsible for the product design, HTML/CSS, branding, visual design, and logo of FiLife site through multiple redesigns of the site as the company grew and pivoted over three years.

EDUCATION

Rochester Institute of Technology
B.S. New Media Information Technology — 2001-2005

SKILLS

Product/UX design; Design management, hiring, career development; Mobile and TV app design; Product management, strategy, and data-driven design thinking; Agile process; Design sprints; Technical and persuasive writing; Deck and presentation design; User testing.

REFERENCES

Available upon request.