

Justin Dickinson

PRODUCT DESIGN

DESIGN MANAGER

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889 Broadway Apt 2B
Brooklyn, NY 11206

917 226 8030

jmdickinson@gmail.com
justindickinson.com

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.

EXPERIENCE

Director of Product Design, Namely

New York, NY — 2016-2017

Defined the role of the product design team at Namely as part of a new product and design leadership initiative. Advocated design-first product philosophy and strategy. Created design hiring and team-building best practices. Led design-first efforts for platform unification.

- Developed UI kit, grid systems, visual language, and product voice across all platforms for product unification.
- Led redesign of key enterprise products, including payroll, benefits, and HR platforms.
- Worked with feature teams to launch new products, redesign old features, and launch new tools for our payroll, benefits, performance review, and PTO platforms.
- Worked on platform unification between three core areas (payroll, benefits, HR)

Director of Design, Vimeo

New York, NY — 2013-2016

Grew and managed the Vimeo design team from two to 11 designers across web, mobile, TV, and marketing. Oversaw all aspects of the Vimeo platform, apps, brand, and marketing design. Created design team process to execute the roadmap while contributing design thinking cross functionally across the business. Built relationships with design, product, marketing, and BI to facilitate design-led thinking and strategy.

- Led a full site redesign over two years, including a move to Agile development
- Optimized and iterated the flagship product, the Vimeo player and video page.
- Introduced an a/b testing strategy to facilitate user research before launch and integrated business intelligence team into design process.
- Designed native mobile and TV apps.
- Creator platform product management for new customer acquisition, video upload, management, subscription funnel, taxonomy and site navigation.
- Created specs, wireframes, prototypes, final mocks, presentations, personas, user tests.

Senior/Lead Designer, Vimeo

New York, NY — 2010-2013

Principal designer on video upload and management tools for uploaders and promotion, search, discovery, and sharing audience experience. Led design efforts and collaborated with engineering, SVP of Product, and business leaders prior to formalization of dedicated product team to grow Vimeo subscriber base 3x, launch new paid subscription tiers, and create the Vimeo On Demand marketplace where creators sell their work. Designed Vimeo's desktop, mobile, and TV experience.

Senior UX Designer, FiLife

New York, NY — 2007-2010

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

EDUCATION

Rochester Institute of Technology

B.S. New Media Information Technology — 2001-2005

REFERENCES

Available upon request.

