

Justin Dickinson

PRODUCT DESIGN
DESIGN MANAGER
PRODUCT MANAGER

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References available upon
request

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, Nomad Health 2017-Present

New York, NY —

Create and lead design team and culture at Nomad Health, an early stage start-up as Director of Design and primary design contributor. Worked with product to expand and define roadmap. Setup user research and testing practices. Defined and expanded design library.

- Developed design system, UI kit, illustration library, UI patterns, and product voice across all platforms for product unification.
- Worked with feature teams to launch new products, redesign old features, and launch new tools for doctors, nurses, and recruiters
- Designed modular marketing pages and blog to allow SEO expansion and optimization using Contentful

Director of Product Design, Namely 2016-2017

New York, NY —

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.

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.
- 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, presentations, personas, a/b testing and user testing strategy.

Senior/Lead Designer, Vimeo 2010-2013

New York, NY —

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 the Vimeo On Demand marketplace. Designed Vimeo's desktop, mobile, and TV experience.

Senior UX Designer, FiLife 2007-2010

New York, NY —

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