

# CURRICULUM VITAE

## Andrew Dean

UXC, BCMS, BA

### Senior User Experience Designer

Product Designer, Usability Practitioner, Technologist, Pitcher

*“I design software products that will make you money”*

- Designing successful commercial software for 15 years
- Redesigned The Warehouse’s iOS and Android app in 2014
- SavvyKiwi iOS and web – App for deciding which KiwiSaver scheme to join
- Designed a new app for Mainfreight
- PhotoCard by Printicular – innovative and popular app for custom greeting cards
- MINDA Calving, MINDA Lookup, MINDA Pasture – iOS and Android apps for LIC. Hugely popular with dairy farmers. I developed the multi-app unbundling strategy and designed the apps.
- MINDA software – used by 90% of NZ dairy farmers, ~\$15m annual revenue
- MINDA Mobile 2 x 2009 TUANZ awards TUANZ Mobile Application of the Year, and TUANZ Rural Award
- MINDA Land & Feed - create appealing product given challenging product strategy. Evangelised and achieved a re-think in product strategy. New entry into a 20+ year old market is already the market leader with 1500+ farms recorded
- Solutions including rugged handhelds, RFID, wireless,

#### Attributes

- I take great pride in delivering world class products
- I believe products are defined by their user experience
- Excellent communications skills, written and visual
- Technologist and technology evangelist
- I have worked in both highly structured corporate and highly fluid startup environments.
- Confident and versatile
- But never too proud to bring in specialists when something needs to be excellent

## Referees

Chamanthie Sinhalage – Project Manager, MEA Mobile, (021) 171 7258

Christina Younger – Senior Business Analyst, LIC, tina.reddington@gmail.com

## Employment History

- 2015 – Present      Rapid Prototyping Group (UX designer), LIC
- Our group, part of LIC's R&D department, uses Lean UX to iterate new product designs quickly with customers, and present our findings to the wider company for commercialisation.
- 2013 – 2015      User Experience Lead, MEA Mobile
- In this agency role, I worked alongside the Creative Director and account management team to pitch and deliver apps and websites for the likes of The Warehouse and Mainfreight.
- 2012 – 2013      User Experience Architect, LIC
- 2009- 2012      Systems Architect, LIC
- In this role, I was accountable for UX across the entire company. I worked with the product development team to conceptualise products and create channel strategies and with agile development teams to design and deliver specific products.
- 2005-2009      Solutions Designer, LIC
- 2000-2005      Analyst Programmer, LIC
- 1999-2000      Developer, Hill Laboratories

## Awards

- 2009    TUANZ Mobile Application of the year (MINDA Mobile)
- 2009    TUANZ Rural Award (MINDA Mobile)

## Education

- 2014    Nielsen Norman Group UX Certification (UXC)
- 2000    Bachelor of Arts (BA), University of Waikato
- French, Philosophy, Music
- 1999    Bachelor of Computing and Mathematical Sciences (BCMS), University of Waikato
- Software Engineering stream