Dean Heasman

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ABOUT

I'm currently a senior product designer at Booking.com based in London, and I've worked across web, iOS and Android. I'm always looking to improve my craft so that I can help create the very best user experiences that solve real user pain points, increase productivity and delight users.

One of my most significant accomplishments has been helping Booking.com's public transport division scale, through design, from 10 to 50 cities. Other accomplishments include increasing user satisfaction (15%) at FoodToDo, creating a culture of design thinking and process at Pie, working with Salesforce to create a CRM for the colleagues at Bó banking and implementing event-driven analytics to increase user return rate (24%) at Tassomai.

My skills include user research, user testing, wireframing, storyboarding, affinity mapping, sketching, branding, creating high fidelity mockups and making interactive prototypes using tools such as Figma, Miro, Sketch, Illustrator and Framer.

EXPERIENCE

Tassomai
Senior Product Designer
February 2019 – February 2020

I led the product direction and mentorship for the design team at Tassomai. This included designing and research and testing across diverse product releases, platforms, and devices.

Pie
UX/UI Product Designer
February 2017 – August 2018

At Pie, I worked with a team of designers, engineers, project managers and business analysts on several web and mobile products for fleet operators and their drivers.

Code Commit
UX/UI Product Designer
November – December 2016

Updating the UX and UI of one of their clients web-based platforms that make it easier for patients to have online consultations with a doctor.

Booking.com
Senior Product Designer
March – Present 2020

Working with the public transport team (my specific vertical) and the rides team (my family team) to help make it easier for everyone to experience the world (the connected trip).

Oliver Wyman
UX/UI Designer & Design Consultant
August – February 2019

Leading the UX for the colleague journey for an open banking app for RBS bank (Bó).

FoodToDo
UX/UI Product Designer
Jan – March 2017

During my time with then FoodToDo team, I helped to update their website so that users could navigate it easier and be inspired to eat better while doing so. I also worked on their app that allows people to track their dietary intake, meal plans and recipes.

EDUCATION

London South Bank University	Greenwich University	General Assembley	Agile Project Management
1st Class Honors Degree (BSc)	Postgraduate Certificate in Education	User Experience Design	AgilePM Course
2004-2007	2008-2009	2016	2018