Fraser Deans

FOUNDER, LEAD PRODUCT DESIGNER & CODER

PROFESSIONAL SUMMARY

Experienced product designer with over a decade of experience in launching and growing B2B, B2C and internal digital products. **Proven track record in UX design, product positioning, and team leadership at big tech (eBay) and startups.**

EXPERIENCE

WHOLESOME

FOUNDER & CONTRACT PRODUCT DESIGNER [MAR 19–PRESENT]

Digital product studio. Designed and developed Thyself, AI mental health coach (70k users). Developed Awe (iOS & Android) to connect city dwellers with nature. Built Humane Tech London community (6 events, 18 experts and 600 attendees). Worked with a corporate education enterprise to define and de-risk roadmap. **Facilitated client workshops on JTBD UX research, product positioning, and design sprints and led zero-to-one builds.**

FOUNDERS FACTORY

SENIOR PRODUCT DESIGNER [JUL 18–MAR 19]

Founders Factory is a top UK startup accelerator. Guided early-stage founders through product discovery, branding workshops, rapid prototyping and MVP design. Launched a B2B insurtech with Aviva. **Helping them raise £350k seed funding.**

NICKELLED

CO-FOUNDER & HEAD OF PRODUCT DESIGN [APR 14–MAR 18]

Led product design and front-end development of profitable bootstrapped B2B SaaS. Regularly interviewed customers to gather requirements and build roadmap. Iterated for 4-years finding PMF and managing customers throughout their lifecycle. Customers included KPMG, Nature, Gumtree. Company was acquired in 2022.

EBAY & SHUTL

DESIGN ENGINEER [JUL 11–APR 14]

First designer at #1 UK Startup of the Year. Led design and UX research for a delivery widget used by major UK retailers (inc. Argos). **Designed and developed a real-time courier control center that enabled 15-minute retail deliveries.** Design approach lent heavily on rapid prototyping and usability testing. **Supported Shutl's USA roll-out post-acquisition by eBay.** Worked closely with operations teams to develop internal tooling to enable eBay Now service.

LOGICA

UX/UI DESIGNER [SEP 09–JUL 11]

Worked on projects for UK Police, Deutsche Bank and MOD.

EDUCATION

BA BUSINESS MANAGEMENT (1ST)
UNIVERSITY OF WINCHESTER

*MASc INTERDISCIPLINARY PROBLEMS
LIS (CURRENTLY STUDYING)

SKILLS

Technical Skills: JavaScript (ReactJS, NodeJS), TailwindCSS, OpenAI API
Design & Prototyping: Figma, Framer, Design Sprints
Research & Analytics: Qualitative & Quantitative User Research, JTBD Framework, Customer Interviews, Usability Testing