



Dean Fankhauser

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I am currently the Head of Product for Canon. I joined the team as head of UX and Design and was promoted 6 months into my contract.

I have 10 years experience in UX, strategy and building startups into profitable businesses. I have worked across all platforms on agency and client side. I'm very accomplished in leading projects, working with and presenting to C-level stakeholders, leading workshops and developing products from scratch.

Prior to Canon, I was the lead UX for Jaguar Land Rover and LVMH. I also built www.nuji.com from scratch into a profitable, fast growing (35% MoM / yrs) ecommerce company with funding from some of Europe's leading investors and winning numerous awards. I'm now looking to take a step back from working full time at Nuji to get a bit more variety and the flexibility to work on side projects.

Before Nuji, I worked at Yahoo, Digitas LBI, Dare, BMB and other leading tech companies and agencies in UX and strategy.

I'm very entrepreneurial in my process, I am a strong advocate of UCD principles and very comfortable working in agile or lean UX methodologies.

Most recent experience

Head of Product - Canon (Lifecake) January 2017 - July 2017

I was initially brought in on a contract as their head of UX and design. I was promoted quite quickly to head of product where I was responsible for the future vision of the business, growth, revenue and engagement.

While leading the redesign of the app, website and Android app, I also spearheaded their 2018 product strategy, while working very closely to align it with marketing and stakeholder interests.

During my time at the company, the app grew from 1 million users to 2.5 million users. We also doubled our yearly revenue and convinced Canon to double its investment of the project.

I worked with c-level stakeholders to help define the company's internal and external communications strategy and help the company find and refine its business model.

I helped the team define process, tools, best practices and provided mentoring to staff and lead the hiring of new people.

Lead UX / Product strategy - Various January 2016 - January 2017

I was the lead UX and product strategy on various projects including Louis Vuitton Group, Google, Jaguar Land Rover and Mercedes.

During this time, I helped define the product based on business and customer problems, I lead workshops with C-Level stockholders and helped build products from scratch into industry leading platforms.

I worked on these projects while transitioning from my CEO role at Nuji and working on side projects.

Founder & CEO - Nuji February 2010 - January 2016

Nuji is a leading ecommerce marketplace. It has been named a top 10 emerging European startup by TNW, East London's 20 hottest startup by The Guardian and a top 10 UK startup by TechCrunch Europas awards. It's profitable and growing 35% MoM.

I'm still a director and chairman of the business.

Duties

- Created company from scratch
- Business strategy and planning
- Raising capital (£2mm)
- Business development
- Regular liaising with all major stakeholders

Achievements

- Winner Seedcamp 2011 (beat 8,000 other applicants, world-wide)
- Name Young Gun 2014 - Top 30 Entrepreneur under 35 in UK
- TNW Startup Rally winner of best web app, 2012
- London Tech City - Named one of the top 100 people in creative tech and entrepreneurship in the UK in 2013 and 2014
- Finalist at Leweb, Paris (I pitched and launched in front of 10,000 people)
- Various presentations on BBC World, The Guardian and many others
- Raised £2mm in venture funding from some of Europe's top investors

Strategy - Yahoo March 2009 - March 2010

It was an internal creative labs to come up with new concepts for Yahoo and their partners.

Side projects

Founder - TokenTalk January 2016 - Present

TokenTalk is a social network for Blockchain organisations and crypto investors / enthusiasts. It's in very early stages and I'm hoping to turn it into a dynamic community that can help drive Blockchain forward.

Education

March 2004 - November 2007

Swinburne University Melbourne - Bachelor of Business Achievements I earned High distinctions or distinctions across all classes.

I beat 1,000 other students at an entrepreneurial pitch that led to Angel funding and the establishment of my first business. My lecturers became mentors and investors.

Skills

Design / UX

I'm very proficient in user experience design, its process and best practices. It's incredibly important for any business to invest heavily in this area as it's what underpins what makes businesses successful: solving people's problems.

Analytics

Without good data and the ability to analyse it properly, you're walking in the dark and setting yourself up for failure. I'm proficient in off-the-shelf products such as GA, Mixpanel as well as more in-depth tracking and analysis tools like Google Firebase and Snowplow.

I have worked with some of technologies best data scientists to set analytic frameworks up and have a great network of people who can help me do that elsewhere.

Strategy

Having built my own businesses from scratch into VC funded, profitable businesses, I know what it takes to build a successful team and product. I also understand the challenges and daily stresses of entrepreneurs and what they face. I am here to support and make their lives easier with first-hand, proven experience to do so.