KENDRICK DEAN

PRODUCT DESIGN LEADER
PRODUCT STRATEGY
HUMAN-CENTERED AI

With 20+ years across technology, music, education, and storytelling, I translate complexity into intuitive experiences that shape understanding and behavior. I combine creative judgment, product strategy, and systems thinking to identify opportunities, align teams, and deliver measurable impact.

LEADERSHIP & IMPACT

STRATEGIC VISION
Transforms ambiguity into product direction. Developed strategic narratives and North Star frameworks that aligned Meta leadership and shaped product priorities.

BUSINESS IMPACT
Connects experience design to measurable outcomes. Led Cox Business mobile UX, contributing to 33% fewer service calls and approximately 5× year-over-year digital transaction volume.

AI & OPERATIONAL LEVERAGE
Identifies opportunities to apply AI to complex workflows, improving research efficiency, decision-making, and team productivity while preserving human oversight.

ORGANIZATIONAL INFLUENCE
Aligns Product, Engineering, Research, and Policy around shared priorities, navigating competing constraints to build consensus and advance complex initiatives.

PRODUCT CRAFT & SYSTEMS THINKING
Translates strategy into scalable product experiences through interaction design, eligibility frameworks, and reusable patterns adopted across Meta surfaces.

PROFESSIONAL EXPERIENCE

META

Senior Product Designer | July 2021 – July 2026
Trust & Safety · Creator Empowerment · Content Integrity · User Education

- Originated and led Meta's 0-to-1 enforcement-to-education platform, transforming punitive enforcement into opportunities for understanding and recovery. Drove a statistically significant 15%+ improvement in rules perception, 90%+ initial opt-in completion, and 41% fewer appeals jobs versus control.
- Designed end-to-end learning and remediation journeys, interaction models, eligibility frameworks, and reusable platform architecture adopted across Facebook, Instagram, and additional Meta surfaces.
- Established product vision and North Star direction, aligning cross-functional stakeholders and leadership around complex Trust & Safety challenges. Led discovery, rapid prototyping, design reviews, and execution from concept through launch.
- Co-led product roadmapping and opportunity identification, translating user needs, platform constraints, and business priorities into high-impact initiatives and strategic product direction.
- Led design across creator integrity, transparency, and monetization experiences, helping creators understand eligibility, account status, appeals, and pathways to continued participation.
- Built AI-assisted research and reporting workflows that reduced recurring analysis time by approximately 90% while preserving human oversight.
- Mentored designers, strengthened design critique, and influenced execution across teams without formal reporting authority.

Portfolio LinkedIn Email

CORE CAPABILITIES & TOOLS

PRODUCT STRATEGY & DESIGN
Product Strategy · Product Vision · User Experience (UX) Design · Interaction Design · Information Architecture · Rapid Prototyping · Design Systems · Behavioral Design · Platform Design

LEADERSHIP & EXECUTION
0-to-1 Product Development · Design Leadership · Product Roadmapping · Systems Thinking · Cross-Functional Leadership · Stakeholder Alignment · Research Synthesis

AI, TRUST & TOOLS
Human-Centered AI · AI-Assisted Workflows · Conversational UX · Trust & Safety · Creator Experience · User Education · Figma · Adobe Creative Suite · Claude · ChatGPT · Cursor

PROFESSIONAL EXPERIENCE CONT.

COX COMMUNICATIONS

UX Designer (Contract) | May 2018 – June 2021
Cox Business MyAccount · Mobile Product Design · Customer Self-Service

- Led end-to-end UX for Cox Business MyAccount, the company's first mobile account-management experience for business customers, serving a customer base of 300K+ businesses.
- Translated billing, payments, and account-service complexity into intuitive mobile workflows. Owned information architecture, interaction design, prototyping, and launch in partnership with Product, Engineering, Research, and Accenture.
- Contributed to measurable business outcomes, including 33% fewer service calls, 4.2M account visits, and approximately 5× year-over-year digital transaction volume.

SELECTED ADDITIONAL EXPERIENCE

THE DEAN'S LIST, INC. *Music Producer & Songwriter | 2002 – Present*

- Six Grammy nominations and two Billboard #1 records; writing and production credits include Chris Brown, Mariah Carey, Destiny's Child, Usher, Mary J. Blige, Keyshia Cole, and Tyrese.

GTB AGENCY *Lead Copywriter | March 2016 – August 2017*

- Developed campaign copy for four nationally televised Ford F-Series spots, translating product positioning into culturally relevant storytelling for a major automotive brand.

SAE INSTITUTE *Adjunct Professor | October 2017 – May 2018*

- Designed and taught a 10-week curriculum spanning music business, marketing, technology, and consumer experience; earlier experience includes high-school history teaching.

EDUCATION & COMMUNITY

University of Florida — B.A., History | General Assembly — UX/UI Design Certification
No Losing, Inc. — Board Member (2011–Present); education and youth development nonprofit.