

# DOROTHY DEAN

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Product Designer with 15+ years owning design from concept through launch and iteration across complex, highly technical developer platforms. Strong track record simplifying workflows that require deep expertise and making them accessible to a wider range of users. Thinks in systems and patterns across the full software engineering lifecycle, not just individual screens. Grounds design decisions in user research, product analytics, and real customer stories. Experienced designing for developer tooling, AI-powered features, configuration management, and observability products. Uses AI prototyping tools (Claude Code, Cursor) to build real interfaces quickly and get them in front of users early.

## CORE SKILLS

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**UX & Interaction Design:** End-to-end product design, human-centric UX, interaction design, visual design, wireframes, user flows, prototyping (low-fidelity to high-fidelity), information architecture, design systems, accessibility (WCAG), scalable pattern libraries

**Research & Validation:** Discovery research, usability testing, evaluative research, synthesis and problem framing, success metrics definition, product analytics, A/B experimentation, data-driven iteration, activation and adoption analysis

**Strategy & Collaboration:** UX strategy, current-to-future state narratives, triad model partnership (design/PM/engineering), roadmap planning, design ops, cross-functional alignment, design critique, mentorship

**Tools & Technical Fluency:** Figma, Claude Code, Cursor, Adobe Suite, Jira; fluent reading code across the stack (JavaScript, APIs, SQL); comfortable working directly in engineering environments

## SELECTED EXPERIENCE

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### Senior Product Designer II | DigitalOcean

January 2026 – Present

Lead designer for the AI/ML division, owning end-to-end design for AI infrastructure products used by software teams building and deploying AI-powered features in production.

- Designed and launched a 0-to-1 Inference Router within 3 months of joining, including a playground experience where users can configure, test, and evaluate route configurations before deployment; designed for teams that need confidence their AI features are working correctly before they ship. Featured as a highlight of the Deploy conference keynote.
- Designed the Inference Hub landing page and a new icon set, establishing the information architecture and navigation patterns for DigitalOcean's AI/ML product suite.
- Stepped in to design Knowledge Bases as a Service and Vector Databases when both were at risk of missing their launch dates. Delivered both on time by moving quickly between discovery, wireframes, prototyping, and iteration.
- Translated technically complex AI/ML infrastructure into interfaces that are straightforward to use, working closely with engineering to map system behavior into clear developer workflows.
- When the team lost a front-end engineer mid-project, used Cursor to write and ship front-end code for my own designs, keeping delivery on schedule.

### Principal Product Designer | Electronic Arts

April 2024 – July 2025

Led UX strategy and product roadmap for a live operations and game data management tooling redesign across internal platforms used by game studios worldwide. Focused on simplifying complex configuration and data management workflows so non-technical users could do their jobs without needing engineering support.

- Built the UX strategy from scratch using extensive discovery research: mapped current-state workflows across the software development lifecycle, identified failure points, and turned findings into clear problem statements and opportunity areas that shaped the product roadmap.
- Ran full end-to-end design across multiple concurrent projects: user scenarios, user flows, wireframes, high-fidelity prototyping, rapid iteration, design reviews, and launch, without missing a single delivery date.
- Partnered closely with Product, Engineering, User Research, and Technical Writing in a triad model. Ran weekly syncs with engineering to catch blockers early, which increased delivery velocity and cut late-stage rework.
- Built a design ops framework with feature intake processes that cut project delivery time by 35%. The design system I built reduced handoff time to engineering by 40% and established UI/UX best practices across the tooling org.
- Defined success metrics before launch, including task success rate, feature activation, and adoption. Tracked post-launch performance using product analytics and customer feedback, iterating to improve outcomes.
- Managed design team operations, groomed the backlog, mentored team members, and coordinated across engineering pods.

### Staff Product Designer | VMware by Broadcom

November 2023 – April 2024

Led platform design strategy for Tanzu Hub Spaces, a Kubernetes deployment and management product spanning multi-cloud environments. Designed observability and configuration management workflows for platform engineering teams.

- Owned end-to-end design for a Kubernetes deployment and observability dashboard where users manage clusters and microservices, monitor production performance, and connect to tools like DataDog, Splunk, and PagerDuty to detect and respond to issues. Product hit 99% adoption and cut deployment time by 70%.
- Worked directly with Directors of Product and Engineering and system architects to shape the product roadmap from concept through launch, including technical specifications and go-to-market design.
- Embedded with engineering teams to understand technical constraints, then designed workflows that fit within them across the Tanzu Hub. Stayed closely involved during build to review implementation and ensure quality.
- Contributed to the design system core team. Led an accessibility audit implementing WCAG guidelines across the platform, ensuring reusable patterns scaled across the suite.
- Work highlighted in VMware Explore Keynotes by CTO Kit Colbert and VP Purnima Padmanabhan. Received Elevate Our Best award.

**Senior / Lead Product Designer | VMware**

October 2021 – November 2023

Lead designer for Tanzu Service Mesh (TSM) and Secure App IX (SAIX), enterprise Kubernetes service mesh management, observability, and API developer portal products.

- Pioneered cross-platform search and filter capabilities that became a core Tanzu feature: reduced latency by 75% and user search time by 60%. Instrumental in securing multi-million-dollar contracts with Procter & Gamble and Humana.
- Led design for TSM across multiple concurrent feature areas while also owning the SAIX integration as part of the Mesh7 acquisition. Worked with product and leadership to define go-to-market offerings.
- Defined metrics to assess shipped features and measured success through customer usage data and feedback. Iterated continuously to improve task success rates and time-to-remediation for platform issues.
- Managed design team operations, roadmap, and backlog. Mentored junior designers and coordinated engineering and design efforts across multiple time zones.
- Led 'Illustrate Your Feedback,' the most popular user research activity at VMware Explore 2023. Managed teams of 10-15 designers at events in Las Vegas and Barcelona, then analyzed and disseminated findings to product teams across VMware.

**Lead Product Designer | Replenium**

October 2018 – October 2021

Sole designer owning platform-wide UX and design systems for a product embedded across multiple partner platforms, each with different users, brand requirements, and technical constraints.

- Designed and implemented an embeddable UI framework and design system with custom partner theming, reducing integration time from 3 months to 3 weeks across partners including Albertsons/Safeway, Burt's Bees, and Woodman's Markets.
- Ran user research and usability testing to validate designs before launch, iterating on findings to improve conversion and task completion rates.
- Partnered with executive stakeholders on roadmaps and long-term strategic initiatives. Managed and directed cross-functional development teams including rotating FTE and intern resources.

**OTHER EXPERIENCE**

Technical Product Lead | Blazin' (Contractor)

May 2018 – October 2018

UX Designer | 9 Tap Tour (Contractor)

January 2018 – May 2018

Graphic Designer & Photographer | Dorothy Dean Photography

January 2006 – January 2018

Intelligence Analyst | United States Air Force

May 1997 – July 2004

**EDUCATION**

Bachelor of Arts, Studio Art | University of Nebraska Omaha

Associate of Arts, Computer Programming | Clover Park Technical College