



Dean Latham-Caslin

I'm a **design and UX leader, product designer and all round design thinker**

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Professional summary

Accomplished and adaptable product design leader with international experience leading diverse, high-performing teams on strategic design and research initiatives from concept to launch. With an entrepreneurial approach to develop market-leading products, translating customer insights and ideas into transformative experiences that **drive measurable business impact**. I have spent more than 15 years working closely with teams and partnering with product and engineering departments to create outstanding user experiences. My expertise spans a wide range of platforms and industries leading in-house teams across the **segments of consumer to business, business to business and business to consumer**.

An expert in product design, CX/UX, visual design, service design, design thinking, and innovation practices. With a track record of driving culture change and business results in high-tech, automotive, data-driven sustainability, online gambling and gaming, and e-commerce. Previously **leading Constellation Automotive Group's 50+ product design and research function** as Group Design and Research Director for the largest vertically integrated digital car marketplace in Europe. **Driving the success of leading innovative B2B and B2C digital products and services like cinch cars**, one of the fastest-funded startups in UK history. I can effectively address the demands of a rapidly changing business landscape, while **motivating cross-functional teams towards a shared vision with dedication and passion**.

Experience

July 2024 - Present | London, UK

EcoVadis

Product Design Director (12 Month FTC)

Reporting to the VP of Product, leading the EcoVadis design practice of 24, encompassing Product Design, UX Design, Visual Design, UX Research and UX Writing across the full EcoVadis product suite. EcoVadis is the leading sustainability intelligence platform for global supply chains, enabling companies to improve their own and their supply chain sustainability and comply with global regulations. Among others, it allows trading partners to share sustainability performance information, request assessments, monitor performance, identify hotspots, conduct risk analysis, track improvements through real-time enhanced risk profiles, and address the highest carbon emissions risks, with new AI driven capabilities. Responsible for understanding, aligning, and addressing customer needs, developing design visions and experience strategies for both requesting companies and suppliers aimed at driving increased ARR (200M+) and NPS.

Key highlights:

- Working closing with Co-CEOs and VPs of Product, leading two strategic initiatives for our requesting and supplier customer experience aimed at increasing ARR and NPS, aligning roadmaps and guiding future tech investments
- C-Suite stakeholder engagement in the ecosystem of 5 products and multiple roadmaps, 2 VPs of Product and 5 Product Directors
- Introduced workflows, principles, frameworks and resources across the organisation designed to increase cross-functional collaboration, improving velocity, and elevate the maturity and quality of design
- EcoVadis Named Fast Company Most Innovative companies

April 2015 - June 2023 | London, UK

Constellation Automotive Group



Group Design and Research Director at cinch

April 2022 - June 2023

Reporting to the Chief Product Officer, leading cinch and Constellation's entire 50+ design practice encompassing UX Design, Visual Design, User Research, Content Design, Service Design and DesignOps. One of the fastest-funded startups in UK history, cinch is the UK's leading B2C online used car marketplace, part of the larger Constellation Automotive Group, the largest vertically integrated digital car marketplace across 12 European countries. Responsible for understanding, aligning, and addressing customer needs, developing design visions and experience strategies of all end-to-end experiences for core business verticals across cinch and the wider Constellation ecosystem (consumer selling, trade buying, consumer buying), collaborating with Product and Engineering counterparts to ensure scalability and alignment.

Key highlights:

- Consistently seen above 4.5 star reviews for the cinch product and service
- Drove average 4.8 star rating in App Store across initial 6 months of launching the cinch consumer vehicle buying app
- Launched cinchCharge, a faff-free consumer electric vehicle charging service (card and app)
- Working closely with the CPO and senior commercial leaders to develop an OEM end-to-end full service offering aimed at retaining, growing and winning key customers
- Led numerous strategic initiatives aimed at transforming the digital car buying experience: cinch value added product's vision, cinch app vision, cinch homepage vision
- Transformed UX Research function, ensuring the customer voice was integrated into decision-making processes and influenced roadmaps
- Initiated the cinch customer journey map for the end-to-end consumer car buying experience, bringing customer alignment across 5 product tribes and 20 squads, CX teams, data teams and leadership
- Launched DesignOps initiatives to establish effective ways of working, provide guidance and support, and a career progression framework

UX and Product Design Director at BCA UK & EU

Aug 2020 - June 2023

Initially reporting to the Chief Marketing and Data Officer, and subsequently to the Chief Product Officer, leading BCA's design practice of 24, encompassing UX Design, Visual Design, Communication Design, UX and CX Research (qual and quant) and Service Design across the full BCA product suite. BCA is the leading B2B fully digital used car marketplace trading over 1.5 million vehicles annually through its online and app-based auction platform on behalf of dealers, car manufacturers, leasing companies, banks and other corporate customers supported by the most extensive car remarketing and logistics services across Europe. Responsible for the design of all end-to-end experiences for consumer selling and trade buying, collaborating with product and Engineering counterparts to ensure alignment, clear priorities and robust strategies. Working closely with senior leaders to position design as strategic asset and represent the design organisation at the C-Suite level across the organisation.

Key highlights:

- Led the organisation's rapid digital transformation efforts moving from 30% to 100% online sales, maximising group data to increase engagement, conversion and personalise the buying experience
- Reduced support cases (through efficient self-service initiatives) by over 50%, such as a digital Click & Collect service with automated key lockers onsite, integrated Salesforce claims management and enhanced trade buying reports
- Working closely with the CPO to push digital transformation and innovation initiatives across the group such as an AI and ML product to detect damage on vehicles, offering a new service to retain, grow and win key customer accounts for the Constellation Automotive Group
- Initiated and launched comprehensive research (qual & quant) initiatives across all digital and customer experience touchpoints, with near-real-time customer satisfaction reporting across the entire customer journey
- Sponsored and launched a design system team for scaling design output at a consistent high standard for 80% of product portfolio, leading to massive increases in design/dev productivity
- Advocated and championed the north star trade buying experience throughout the organisation, delivering impactful key notes at senior management events to raise awareness company-wide

Head of UX and Product Design at BCA UK & EU

April 2015 - July 2020

Reporting to the Chief Marketing and Data Officer, established, scaled, and mentored a team of 24 remote designers and researchers, obtaining stakeholder buy-in & budget. Embedded design thinking principles at all levels, fostering stakeholder appreciation for user-centered design, evangelising UX best practices across the company. Established service design principles, enabling the definition, measurement, and enhancement of key customer journeys, resulting in heightened customer engagement and increased business value.

Key highlights:

- Launched two new apps as part of the core user experience, through a series of collaborative, design-driven accelerator initiatives. The trade buying app (above 4 app store rating) seen 50% of buyer base using in the first 6 months, today accounts for 80% of all pre-sale engagement with increased CSAT scores compared to online
- Delivered an enhanced Dealer appraisal app used in Dealerships by brands such as BMW, Mercedes, Ford and JLR to drive more accurate vehicle valuations
- Established UX Research function; launched customer panels ensuring their feedback influenced priorities and roadmaps
- Working closely with the Marketing Director, we rolled out a new headless CMS alongside an evolution of the BCA brand, with new vehicle acquisition pages that seen a 50% increase in conversion for small businesses
- Sponsored and launched a design system team for scaling design output at a consistent high standard with 80% adoption across the BCA product portfolio, leading to massive increases in design/dev productivity

Dec 2010 - Mar 2015 | Gibraltar

Stan James (acquired by Unibet, Kindred Group)

Head of UX and Design at Stan James

Dec 2011 - Mar 2015

Reporting to the Chief Marketing Officer, responsible for all design output throughout Stan James and its international white label brands, leading a team of 4 UX designers, 2 visual designers and a creative technologist. Collaborating closely with the Head of Product, developing the product strategy and design direction to drive increased revenue and maximising share of wallet across products: Sportsbook, Casino, Live Dealer, Poker, Games, and Mobile.

Key highlights:

- Collaboratively leading and directing the launch of the company's first mobile betting app and enhanced sportsbook product in the UK, alongside a tote betting app in the US
- Implemented customer feedback tools, analysing insights, identifying areas for improvement and making well-informed business recommendations to enhance the user experience

Website and Creative Design Manager at Stan James

Dec 2010 - Nov 2011

Fully responsible for all online and offline materials, I served as the creative lead across various product channels, including Sportsbook, Casino, Poker, Live Dealer, and Mobile. I took charge of leading design projects to provide support for major events like the Cheltenham Festival, Grand National, Euro 2012, and the London Olympics.

April 2007 - Nov 2010 | Normanton, UK

Vasanta Group

Senior Website Designer at Supplies Team Solutions

June 2009 - Nov 2010

Responsible for enhancing all ecommerce websites in both B2C and B2B channels. Leveraging my creative expertise and innovative thinking to enhance the company's online business increasing brand recognition. Recruited two additional designers, delegating day-to-day responsibilities to them, whilst focusing efforts on improvements and integrating new technologies to drive online growth and achieve performance targets.

Website Designer at FindMySupplies and Caboodle

April 2007 - May 2009

Produced visual designs and prototypes for email campaigns, promotions, and microsites catering to renowned brands such as Sony, HP, Samsung, and TomTom. Additionally, played a pivotal role in managing online content across all three company websites, collaborating closely with Marketing and Vendors ensuring consistency.

Sept 2005 - Oct 2006 | Carlisle, UK

albanySIGNdisplays

Graphic Designer

Following the completion of my BA Hons degree, I gained valuable experience working at albanySIGNdisplays, where I had the opportunity to immerse myself in the art-work-oriented environment. My responsibilities primarily revolved around creating artwork designs for various purposes such as vehicle livery, internal and external signage, display boards, stationary, logo design, and optimising customer-supplied images. Additionally, I played a significant role in establishing the company's first website.

Achievements

Digital transformation

Led multiple strategic initiatives transitioning BCA from primarily physical sales to digital sales allowing B2B trade buyers and dealers to facilitate the online transaction of over 1.5 million vehicles per year

Innovation and strategy

Delivery of an AI and ML product that detects damage on vehicles, offering a new service to retain, grow and win key customer accounts for the Constellation Automotive Group

Product and design vision

Crafted design visions across leading B2C and B2B businesses, bringing life to product strategies, revolutionising the car purchasing journey, and fostering team motivation through a unified vision

Business skills

- Deliver high product impact
- Digital transformation and culture
- Product Strategy Management
- Cross Functional Team Leadership
- Senior stakeholder playbacks
- Team vision, objectives and goals

Leadership values

- User obsession and think big
- Value individuals
- Partner collaboration
- Seek and share knowledge
- Design process driven

Design approach

- Design thinking
- Business thinking
- Strategic
- Leading with evidence
- Delivering quality

Tools & applications

Figma, Sketch, Adobe CC, InVision, Axure, Framer, Miro, ZeroHeight, UserTesting, UserZoom, Optimal Workshop, Qualtrics, Hotjar, GetFeedback, Usabilla, Survey Monkey, MS Office, Adobe Analytics, HTML/CSS, Various CMS

Core design skills

UX / UI design, App design, Sketching, Wireframing, Prototyping, Information architecture, Competitor analysis, user flows, Heuristic evaluation, Journey mapping, Workshops, Service design, Service blueprints

Soft skills

Management & mentoring, Strategy, Facilitation, Stakeholder management, Design rationale, Design visibility, Constructive feedback, Time management, Prioritisation, Persuasion and negotiation, Empathy, Resilience

Education

Cumbria Institute of the Arts

BA (Hons)
Multimedia Design and Digital Animation

2002 - 2005

Morton Secondary School

2 A Level's | 9 GCSE's

1995 - 2002

References

References available on request

🔗 [View recommendations](#)

Interests

I love travelling and experiencing new places with my wife, Natalie. I have a deep love for outdoor adventures that take me beyond the confines of the digital realm, especially skiing, kitesurfing and climbing. Which allow me to immerse myself in nature and experience the thrill of pushing my limits. Another passion I have is DIY; I'm continually challenging myself to solve problems and undertake new projects and renovations, constantly testing my abilities.