

# Dean Fankhauser

Senior Product Leader · Principal Product Manager

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Product leader with 10+ years shipping digital products. A decade contracting as a product and UX lead for Google, AKQA and Toyota, LVMH, Capital One, Xapo and Santander, then building and running product at a marketplace acquired by Klarna and at three commercial products since. Strongest where an ambiguous problem needs a decision: discovery, strategy, product design, delivery and measurement, end to end.

## SELECTED OUTCOMES

**Nuji**, acquired by Klarna in 2020. Marketplace of 5m+ items from 10,000 designers. Attributed order value grew from £60,039 to £455,025 across 2011 to 2012, with connections between people up 37.6×.

**Movingto**. €6.76m of client capital placed into 10 investment funds; 96% instalment collection across the client book.

**Santander**. Led Project Leapfrog, a 15-person cross-functional programme presented to global executive teams.

**Bitcompare**. Built the crypto yield-intelligence layer: a normalised data product across CeFi and DeFi, served to apps, publishers and AI agents.

## EXPERIENCE

### Product portfolio

2019–present

Product leadership across three commercial products I helped start, run concurrently. Full ownership of strategy, discovery, design, delivery and measurement in each.

#### Movingto — Head of Product, 2021–present

Residency-by-investment platform. Comparison tooling, qualification and booking funnels, content-to-conversion architecture, internal operations and commercials systems, internationalisation.

€6.76m of client capital placed into 10 investment funds. 96% instalment collection across the client book.

#### Bitcompare — Product Lead, 2019–present

Crypto yield-intelligence platform and data API. Normalised yield schema across CeFi and DeFi, structured API and MCP surfaces for AI agents, provider marketplace with CPC billing.

42,131 rates normalised across 57 providers and 620 assets, at a ~3 minute median refresh.

#### Robozaps — Head of Product, 2024–present

Humanoid-robotics catalogue and data product. Canonical database, category and brand architecture, regulatory-status data.

### UX Lead (contract) · AKQA, for Toyota UK

2021

Rethought Toyota's UK showroom experience against digitally native competitors: experience mapping, personas, sitemaps, journeys, flows and wireframes, with remote workshops and weekly stakeholder presentations.

### Senior Innovation Partner · Santander UK

2019–2021

London

Led Project Leapfrog, directing a 15-person cross-functional team defining the bank's forward vision across digital banking, customer experience and operating-model design.

Presented recommendations to global executive teams; fed into digital rollout prioritisation across multiple markets.

Internal venture activity: vetting strategic initiatives and investments, and standing up structure for incubating new ventures.

### Product Design Lead (contract) · Xapo

2018–2019

London

Overhauled the Bitcoin wallet and custody experience across iOS, Android and web, including payments, onboarding and KYC. Led the Xapo Design Framework to make research-led collaboration between designers, engineers and product managers repeatable.

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| <b>Head of UX, then Head of Product (contract) · Lifecake, a Canon Europe company</b><br>London<br>Joined Canon Europe's family photo app as Head of UX; promoted to Head of Product after six months.<br>Responsible for iOS, Android and web.<br>Doubled the user base to 2m+ and quadrupled engagement. Introduced the product's first business models through contextual print and automated photobooks.                                                                      | 2017–2018 |
| <b>Product Lead (contract) · Poke London</b><br>London<br>Clients: Virgin, TM Lewin. Ecommerce and travel. Led C-level workshops; full product and UX stack across responsive web and email.                                                                                                                                                                                                                                                                                      | 2017–2018 |
| <b>UX Lead (contract) · Spark 44, for Jaguar Land Rover</b><br>London<br>Connected-vehicle and vehicle-management interfaces. Full UX stack across iOS and Android, user research, C-level stakeholder management.                                                                                                                                                                                                                                                                | 2016–2017 |
| <b>UX Lead (contract) · Google</b><br>London<br>Greenfield YouTube product under NDA. Full UX stack across responsive web, Android and iOS.                                                                                                                                                                                                                                                                                                                                       | 2016      |
| <b>Product Strategy Lead (contract) · LVMH, 24 Sèvres</b><br>London<br>Product strategy for 24 Sèvres, LVMH's first multi-brand ecommerce platform, defined against Net-a-Porter and Farfetch.<br>Worked with LVMH's chief digital officer and members of the founding family. Led C-level workshops; managed and mentored UX, design and strategy teams.<br>Launched 2017 with 150+ brands, the only multi-brand site carrying both Dior and Louis Vuitton. Trades today as 24S. | 2015–2016 |

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| <b>Head of Product · Nuji, acquired by Klarna</b><br>London<br>Social product-discovery marketplace, 5m+ items from 10,000 designers. Owned the discovery and curation model, catalogue architecture, mobile product and affiliate monetisation.<br>2011 to 2012: connections between people grew 37.6×, outbound clicks to retailers 8.2×, attributed order value from £60,039 to £455,025.<br>Klarna acquired the team, platform and technology in 2020. | 2011–2015, Director to exit 2020 |
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## Earlier

Capital One (UX Lead, contract) · Spring Studios (UX and IA, contract) · Dare (UX and IA, contract; clients included Nescafé Dolce Gusto) · Various London agencies (clients included Sainsbury's and Hunter) · Hill & Knowlton (innovations and strategic planning) · Yahoo! (strategy) · Euro RSCG 4D, Havas, Amsterdam (strategic planning) — 2008 to 2019.

## EDUCATION

Bachelor of Business (Marketing)  
Swinburne University, Melbourne, 2004–2007

User Experience Design  
General Assembly, London, 2015

## RECOGNITION

Seedcamp winner, 2011

TNW Startup Rally, Best Web App, 2012

The Guardian, East London's 20 hottest startups, 2012

TechCrunch Europas, top UK startup, 2013

Young Guns, top 30 entrepreneurs under 35 in the UK, 2014

Tech City 100, 2013 to 2016

## CAPABILITIES

Product strategy · Discovery · Roadmapping · Customer research · UX and interaction design · Prototyping · Experimentation · Analytics · Monetisation · Growth · Marketplace design · B2B and API products · Design systems · Cross-functional leadership · Go-to-market