

Maximilian Dunne

curiosity by design.

I harness *curiosity in Design* to connect people with experiences that matter, helping businesses and communities achieve extraordinary things.



Global Head of Design Pion (prev. Student Beans)

Brought Product Design, UXR, Brand and Storytelling teams together to run Design globally at Pion. Leading AI design, increasing consistency and elevating design to raise the quality bar and create conditions for trust and valuable collaboration. **Hybrid July '25 - Present**



Head of Product Design Pion (prev. Student Beans)

Transforming design by increasing transactions 140% YOY, sessions from 4.4m to 6.5m and taking business from £25m revenue to £32m. Leading and shaping Retention strategy. Elevated research to strategic level. **Hybrid Oct '22 - Promotion**

Head of Design Holland & Barrett

I created the new design org as well as several new experiences, including health-tech apps and at-home testing kits, lvie, now one of H&Bs highest selling products, folded into another app my team created called H&B&Me. **Hybrid Oct '21 - Oct '22**

Head of Design My Online Therapy

I created and grew the design org which shaped business strategy. Elevated design thinking to win largest contract to be Vitality's mental health provider, quadrupling user-base. Created best-in-class HealthTech billing software acquired by Mindler. **Hybrid Jan '20 - Oct '21**



Lead Product Designer My Online Therapy

I created all design processes, designed and built prototypes used to win business, making company over £2m per year revenue. **Hybrid Jan '20 - Promotion**

Senior Product Designer DFP

I designed and built prototypes and elevated research to strategic level, brought in empathic thinking models to grow business outcomes in a trade low in empathy, and led growth team leading to acquisition by Chubb. **London July 2018 - Jan 2020**

Lead Product Designer Dem DX

I grew the business from 3 people to 120 alongside co-founders. Prototyped entire product suite, winning key NHS contracts, as well as a place on the NHS Innovation Accelerator and key contract with Moorfields Eye Hospital. **London March 2015 - July 2018**

Education:

Leeds Met University, Graphic Design | Leeds / 2008 - 2012

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References

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Portfolios

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Awards

Best Mobile App Experience
Content Square DX Awards 2023