

Henken Bean

I specialize in product innovation, user experience, and strategy.

As a natural collaborator, I bring cross-functional teams together to solve complex problems, bridging silos in federated and matrix organizations to create solutions that truly serve the end-customer. I am skilled at visualizing large amounts of information in organized ways, creating systems, refining workflows, and designing for a variety of cross-platform experiences. My domain knowledge includes digital leadership for: engagement & discovery, sales & marketing, customer experience, search, and navigational systems.

I have 18 years of work experience.

COMCAST | PHILADELPHIA

Associate Creative Director

2024 - Present

I am currently working to define areas of opportunity, experiments, and prototypes that utilize new technology to elevate the experience of Xfinity-Sky customers. These north-star digital experiences explore new methods of interaction and improve the ease of use, quality, and value of our products.

Associate Creative Director

2021 - 2024

I led a design team of 5 designers to transform the [Xfinity App](#), a central touchpoint in the Comcast ecosystem. I created a new navigation system and a 2-year strategic roadmap. Our research-informed, user-centered designs were both intuitive and personalized. They enhanced the discovery and adoption of new features, simplified essential tasks, and drove a **20% increase in engagement** (1 or more clicks per unique session in the app) on the overview page alone.

I also spearheaded the redesign of [Xfinity.com](#), developing a cohesive customer self-service and marketing platform with an innovative navigation system that aligned with the broader ecosystem while maintaining a distinct identity tailored to acquisition and growth objectives, driving an average of **10k completed sales per month** in the first year.

Lead Journey Designer

2019 - 2021

Enhanced the Comcast customer lifecycle by conducting comprehensive [journey mapping](#) to identify experience gaps and opportunities. I uncovered critical pain points affecting both customers and employees and developed a cohesive UX vision with strategic roadmap that bridged organizational silos and aligned cross-functional teams around customer-centered solutions. I delivered this 3-year roadmap to align over ten product teams, which was added to the 2019 Comcast Plan of Record.

COMCAST | PHILADELPHIA

Product Manager, Applied AI, Summer of Code

2019 - 2019

Worked in agile development to refine the [Xfinity Assistant](#), a language-based assistant that helps with account management and troubleshooting. I developed use cases, wrote user stories, and analyzed customer statements to improve the Natural Language Processing of the assistant.

Art Director

2012 - 2019

Managed two designers and led UX for several apps and websites including the “Xfinity My Account App,” which had over **18 million downloads** overall. I partnered with UX Research to test key experiences with customers prior to launch and worked with development and product teams to design, build, and deploy within 4-months.

In 2016, I pitched the company’s first ever AI-agent care experience, [Xfinity Assistant](#); which today has a **monthly average containment rate of 79%** (preventing 79% of calls and chats from requiring human-intervention). This saves the company millions of dollars per month.

Senior UX Designer

2010 - 2012

Responsible for the design of mobile, web, and television products including the “Xfinity Stream” and “Xfinity Remote” apps for controlling the television from a mobile device.

User Interface Designer

2008 - 2012

UX and interaction design for Comcast’s new cable guide. Reorganized the On Demand browse menu for legacy TV interfaces to align with newer experiences. Designed a new way to search video libraries and consume short-form news content from a cable box.

HUFFPOST | NEW YORK

Senior UX Designer

2012 - 2012

UX and product design for a streaming platform by HuffPost called “HuffPost Live.” Crafted high-fidelity wireframes and prototypes to articulate interaction design specifications and content strategy.

FASTSPOT | BALTIMORE

Designer

2007 - 2008

Production design for websites at a Baltimore-based marketing company in the educational sector. Designed layouts and assets for websites.

I am a designer.

- Figma: Design, Developer, FigJam
- Adobe Suite: Photoshop, XD, After Effects
- Applied AI: Natural Language Processing Systems
- Microsoft Suite: Word, Excel, PowerPoint
- Apple Suite: Keynote, Pages, Numbers, iMovie
- Google Suite: Docs, Sheets, Slides
- Miro
- Basic HTML, CSS, Javascript, and JSON

I am a leader.

- Leads high-performing UX + product designers to craft quality products.
- Hires, coaches, and develops designers from junior to senior-levels.
- Creates systems of high-fidelity wireframes and prototypes that define ecosystems.
- Evangelizes important business and customer needs throughout organizations.
- Pitches new products and features that serve the end-customer and align to company values.
- Builds trust through vulnerability and honesty.
- Connects people and teams with complementary strengths and subject matter.
- Leads by example with clear and direct communication.

I am a learner.

- Bachelor of Fine Arts, Interactive Media, Maryland Institute College of Art, 2008
- Smith College, Spanish and Geology, Freshman Year, 2004

Thank you for your consideration.

- Henken