

# DEAN ALEXANDER HOMICKI

## CURRICULUM VITAE

—APR 2023

# ORIGIN STORY

DEAN  
HOMICKI

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## LIFE & JOURNEY

Dean Homicki is a visionary creator, entrepreneur, and leader with over three decades of experience as a product designer, connection engineer, and disability access consultant and advocate. He is currently the CEO of Dean Homicki Pty Ltd, a creation engine for research and development, commercialisation, and branding of physical and digital products. He strongly focuses on disability access and inclusive design and learning materials.

A grounded and lifelong optimist, Dean is a philosopher of design who conducts himself with honesty, clarity, and empathy. He consistently demonstrates big-picture thinking aligned with detailed attention, resulting in significant business successes throughout his career.

One of Dean's career achievements was designing the Mobility and Orientation methodology for the Dubai Metro Project in the United Arab Emirates, including for persons with low vision. This involved creating product and installation systems for implementing multiple stakeholders of various languages. Communication of Accessible Environmental information were delivered through bespoke systems of design, project delivery development, and custom orientation products to match local and international standards.

He also authored several industry papers, including the researching, interviewing, documenting, and final editing of commercial compliance and

user issues of Access to the built environments.

As an advocate of people with disabilities and persons who are blind or vision-impaired, Dean's design and learning business, Stæbl Academy, provides technical resources for the architectural construction industry to manage compliance and risk, ensuring that physical spaces are accessible to all. Under Dean Homicki Pty Ltd, he also provides expertise and insight for international manufacturing and distribution, product design and marketing, systems design, branding, and visual communication.

Dean has a proven track record of leadership in his field of expertise, having contributed to the pioneering design and development of the Tactile Ground Surface Indicator (TGS) industry as the creator of DTAC Pty Ltd (Architectural Products). He also repeated this success in the commercial landscaping industry with 'Really useful garden products by SKEMAH Pty Ltd. Both companies were successfully sold to private companies under his governance and directorship.

In addition to his business ventures, Dean regularly contributes his insights on disability access and inclusive design to social media platforms. He provides coaching and consultation to the industry and makes himself available for personal, purposeful innovation, coaching and leadership development sometime facilitated through public speaking, workshops and events.

Dean's leadership and passion for inclusive design have made him a respected figure in the disability access community, and he is committed to continuing to impact the world positively.

# SKILLS SUMMARY

## DEAN HOMICKI

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### ACCESS CONSULTING:

- Twenty-five years of experience in building compliance and conformance.
- Expertise in Disability Discrimination Act, Australian and Transport Standards, Building Codes, Local Government and Various Regulatory Guidelines.
- Subject Matter Expert in Tactile Ground Surface Indicators (TGSIs), Stair Nosing and User Experiences of Persons with Low Vision.

### WRITING & INDUSTRY RESERACH:

- Author of Several industry papers and Royal Commission submissions.

These publications include:

- "The Art of Tactile Certification: Industry Review of TGSIs," DTAC Pty Ltd, 2008.
- "Green Thinking, Good Business: How to Deliver Continuous Accessibility Compliance through a Circular Business System," DTAC Pty Ltd, 2009.
- "Dot-Dash-Dot: A practical guide to the TGS Industry," DTAC Pty Ltd, 2010.
- "Once is Never Enough: Continuous Compliance as the Missing Link in Universal Access," Staebel Pty Ltd, 2015.
- "Ignorance, Obstacles and Neglect: Access to the Built Environment for Persons with Disability," Submission to the Royal Commission into Violence, Abuse, Neglect, and Exploitation of People with Disability, Staebel Academy, 2022.

### ORIENTATION & MOBILITY:

- Mobility and Orientation methodology design, Notably the Dubai Metro Project in the UAE.
- Design, Development and Creation of Mobility
- Access Library App for Staebel Academy.
- Vocational learning course creation specialising in Mobility and Orientation and communication of Australian Standards through multimedia.

### PRODUCT DESIGN & COMMERCIALISATION:

- Market research, opportunity analysis, and product development.
- Compliance, manufacturing, prototyping, and intellectual property management.

### PRODUCT KNOWLEDGE & TRAINING:

- Instructional design, e-learning, and product education, including manuals, checklists and inductions.
- Workshop, trade show, and event design.

### BRANDING & COMMUNICATION:

- Brand development, messaging, and visual design.
- Content creation and delivery for various media platforms, including video and audio.

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# SKILLS SUMMARY

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### MARKETING & SALES DESIGN:

- Customer journey design, market positioning, and industry collaboration.
- Sales strategy, CRM system design, and digital marketing.

### BUSINESS OPERATION DESIGN:

- Business operations system and workflow design.
- Procurement, Scheduling, Import/export strategy, cost planning, and risk mitigation, including practical project and resource management.

### ENTREPRENEURSHIP & BUSINESS DEVELOPMENT:

- 30+ years of experience in startups, product creation, and market establishment.
- Successful exits through selling shares, assets, and intellectual property.

### DESIGN & COMMERCIALISATION:

- International manufacturing and supply chain management.
- Expertise in various manufacturing and construction methods, systems and trades.

### LEADERSHIP & MANAGEMENT:

- Team building, stakeholder management, and quality assurance.
- Compliance with standards, regulations, and corporate governance.
- Designing, delivering and managing ESG methodologies.
- Twenty-five years of experience in various critical company directorships, including holding the positions of Chief Executive Officer (CEO), Chief Operating Officer (COO), Chief Financial Officer (CFO), Chief Marketing Officer (CMO) and Chief Information Officer (CIO).

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CLIENT CREATION

DIRECT & INDIRECT CLIENTS,  
COLLABORATIONS, PROJECTS,  
EVENTS, CONSULTANCIES,  
PARTNERSHIPS, DISTRIBUTORS  
AND RETAILER RELATIONSHIPS  
MADE & NUTURED BY DEAN  
HOMICKI SINCE 1992.

- 1994 —MYER
- 1995 —DAVID JONES
- 1998 —FAIRFAX-F.HANNAN P.
- 1998 —STA TRAVEL
- 1999 —NAB
- 1999 —TELSTRA
- 1999 —MIRVAC
- 2000 —MULTIPLEX
- 2001 —BATESSMART
- 2002 —MONASH HEALTH
- 2005 —CHANEL MELBOURNE
- 2006 —LOUIS VUITTON SYDNEY
- 2007 —ADEAS DUBAI METRO
- 2008 —RTA DUBAI UAE
- 2010 —La BIENNALE VENEZIA
- 2012 —BOISBUCHET FRANCE
- 2013 —VARIOUS PROJECTS



DAVID JONES



MULTIPLEX

BATESSMART.



Domènech et  
Boisbuchet  
Design Architecture Nature

# PROFESSIONAL EXPERIENCE



## **Disability Product Specialist, Founder & Instructional Designer**

**Stæbl & Stæbl.academy**

Aug 2015 – Present (6 yrs+)

The hand-built application, the 'Mobility Access Design Library', is an online learning and design resource made for people who serve the built environment. It is designed to enable professionals who influence the built environment to save time and secure technical experience to manage regulatory conformance with inclusive design and disability standards beginning with Tactile Ground Surface Indicators (TGSIs). Stairs, stair nosings, ramps & handrails are planned additions.

**DEAN  
HOMICKI  
PTY LTD**

## **Founder, CEO & Design Director**

**Dean Homicki Pty Ltd**

Jul 2011 – Present (10 yrs+)

Dean Homicki Pty Ltd is the startup incubator and multidisciplinary studio led by creator, entrepreneur and business builder Dean Homicki. Under the structured business umbrella, the company is a proof of concept engine for the research & development, commercialisation & branding of physical and digital products.

The design practice has invested in the growth markets of garden design & landscaping products (Skemah) and disability compliance management services (Stæbl). In 2016, the graphic design & communication services business (Mickimedia) was launched. It was closely followed by the regional online wine, food & marketing service channel (Vinowekly). In 2020, during the COVID-19 lockdowns in Australia, the business pivoted its focus to conceiving & creating the world first Mobility Access Design Library & application (Stæbl Academy).

**MICKI**

## **Founder, General Manager & Design Director**

**MICKIMEDIA**

Jun 2013 – Present (8 yrs+)

Under the business umbrella of Dean Homicki Pty Ltd, Mickmedia was created to enable clients to help their customers understand who they are, what they do and the problems they solve. And to demonstrate to the people who care why their product or service is made for people just like them. This is how founder Dean Homicki has personally built and sold several successful businesses.

Mickimedia collaborates with clients designing & executing practical business strategies. It drives enterprise outcomes designed to attract, retain & keep customers' attention through business processes. The studio creates graphics, animation, photography, video, youtube shows, podcasts, instructional design, microlearning, social media, print & digital media, event design & niche PR. It even offers outbound telephone marketing services on clients behalf to markets.

# PROFESSIONAL EXPERIENCE



## Founder, CEO, Designer & Collaborater

Skemah Pty Ltd

Aug 2012 – Feb 2017 (4 yrs 7 mos)

The creation of the SKEMAH brand was an opportunity to do things differently from the get-go. Its goal was to design with an international focus and collaborate with a diversely talented team. It had a clear brand promise (to be really useful). Operating transparently, its global team produced a range of garden and landscape products that genuinely solved problems in new and exciting ways.

A series of really useful garden products were designed and made with a global distribution reach. Dean Homicki Pty Ltd exited the business selling it to Moodie Group in 2017, including its modular retaining wall, garden box & gabion systems.



## Original Founder, CEO & Design Director

DTAC Pty Ltd

Jan 2000 – Aug 2011 (11 yrs 8 mos)

DTAC began life through a private commission; design and manufacture a stainless steel Tactile Ground Surface Indicator (TGSI) for the Blind & Vision-impaired. The startup began its life through DAHDAH Pty Ltd, researching & investigating an emerging market of disability products, realising the need to resolve several design issues, namely that disability and safety could be sexy!

In brief, under Dean Homicki, DTAC (Dean Tactiles) developed and nurtured an emerging industry to a professional standing amongst architects & the commercial construction & civil Industries. Co-founded with Chris Bertacco, they built a national team of experts, building a brand to become a world leader in architectural disability products. CEO Dean Homicki authored and published several papers, including the 1st definitive industry BOK on tactile ground surface indicators (TGSIs) 'Dot-dash-dot' in 2010.

Homicki sold his majority shareholding to the RAVEN GROUP in July 2011, including related companies and the distribution company INSAFE Pty Ltd.



## CEO & Founder, Designer-maker & Gold & Silversmith

DAHDAH Pty Ltd

Jan 1995 – Jan 1999 (4 yrs 1 mo)

The studio began life in the garage creating jewelry ranges & brands for Myer & David Jones. It developed & delivered executive office-wares for David Jones & other specialty stores throughout Australia, UK and Europe. It undertook exclusive commissions for clients that included furniture & lighting, fixtures & fittings, POS systems for retail and fashion, external signage & sculpture, lighting and portable sound absorption infrastructure, several commercial retail fit-outs.



# FORMAL EDUCATION



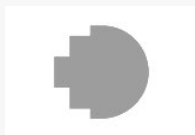
**Domaine de Boisbuchet, France**  
C.I.R.E.C.A in cooperation with VITRA Design Museum  
& Cntr Georges Pompidou, Industrial and Product Design, Lessac, France  
2012

This week-long workshop was situated in the south of France during a hot, dry summer. It was always going to be an exotic & foreign experience compared to the factories of China that I had grown to love at this time. Under the design leadership of Swiss industrial design Tomas Kral, this workshop aimed to question what a tool can be. This question was designed to broaden our imagination on the conventional use of tools & on which material it can be used.

Committing to this idea required the submission to being confined to the use of only one tool to create a single object. I experimented with three tools on three projects. I fed off of the constraint & made the most of this creative time.

The objects I designed & the tools I chose to make them with were diverse & unique. Each object would take its form from the tool used and the environment that it was applied.

- Object 1 - Jewelry (made by hammer - aluminium wire, cans and copper)
- Object 2 - Sun chaise lounge chair (made by water in the water - woven wood)
- Object 3 - Small Stool (made by vice - copper tube formed in the vice)



**RMIT University**  
Bachelor of Fine Arts (Gold & Silversmithing),  
Design, Art & Business, Melbourne  
1993 – 1996

- 1993 — Assisted with copper hollowware sculpture fabrication under the watchful eye of artist/sculptor/blacksmith Daniel Jenkins.
- 1994 — Worked with fine artist/gold & silversmith Debbie Sheezel/Edwards on large enamel mural project for Brisbane airport.
- 1994 — Awarded Best Second Year Fine Arts Gold & Silversmithing Student RMIT - Tool Traders Award
- 1995 — Assisted Dianna Gold at Gallery 101 Collins Street Melbourne with exhibition hangings and viewings

**Upwey High School**  
VCE, Art, Design, Music, English  
1987 – 1992



# RECOMMENDATIONS

**Sofiah Mackay**  
Senior Social Impact  
Consultant at Think Impact  
July 21, 2016,

Dean made a fabulous contribution to a session on business model development that I ran with 16 start-up business entrepreneurs. As a guest speaker and seasoned business person he brought incredible passion, insight and experience to the session that really supported the group to think through their business models testing their assumptions along the way. Drawing on well earned experience he shared invaluable tips around developing robust business models and the importance of crunching the numbers. He injected the session with invaluable enthusiasm, business know how and positivity, all crucial to people in the early stages of developing a business. He left participants wanting more and I certainly hope to have him back for other sessions as his contributions are succinct pithy gold.

**David Coward**  
Capital Project Portfolio Mngt.  
August 5, 2015,

Dean is an inspiration to aspiring entrepreneurs. His designs and

manufacturing techniques complement his range of products available to the market place. Dean takes on challenges that are results driven with the final product being of exceptional quality and outstanding value.

**Michel Hogan**  
Brand Counsel, Writer and  
Speaker  
May 28, 2013,

Working with Dean to build the foundations for the Skemah organisation and brand reinforced the true value of having a client who is an open collaborator who is willing to explore new ways of thinking and doing. Aside from having designed a wonderful innovative garden design product, Dean brings his purpose and values into and across his whole endeavour.

**Karin Knoester**  
Chief Executive Officer at Cystic  
Fibrosis Community Care  
May 27, 2013,

Dean and I worked in the same syndicate at the CEO Institute. During our sessions I found Dean's analysis of situations to be insightful and thought provoking. He is one of only a few people I know who is truly connected to his purpose.

He is an innovative and creative thinker who contributed significantly to the learnings of the group.

**Geoff Gartly CA, CEPA**  
Managing Partner at Gartly  
Advisory Chartered Accountants  
September 13, 2012,

Dean has an irrepressible spirit and energy when it comes to design and innovation. Dean has risen to the challenge in developing the successful and innovative DTAC brand. I would recommend Dean to anybody that is considering entering a business relationship with him; as his level of commitment, loyalty and devotion to the task at hand is exemplary.

**Murray Mountain**  
Director at Access Design  
Solutions  
June 28, 2012,

Dean is to be commended on the high standards he has set for his company, staff, products and business dealings. He is also to be congratulated for his company in the development of innovative products that benefit people with vision loss, all of which are used nationally and internationally to meet regulatory building requirements.

# CONTACT & REFERENCES

## CONTACT

### FULL NAME

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### WEBSITE

<https://deanhomicki.design>

### SKYPE

dean.homicki

### LINKEDIN

<https://www.linkedin.com/in/deanhomicki/>

### BIRTHDAY

10TH FEBRUARY 1975

### LANGUAGE

ENGLISH

### NATIONALITY

AUSTRALIAN

## WEBSITES & SOCIALS

### VIDEO CHANNELS

#### —DEAN HOMICKI

<https://www.youtube.com/channel/UCh5zx4UDlhtiDrXYQJrJHzQ>

#### —STÆBL ACADEMY

<https://www.youtube.com/channel/UChE4hy6rqWR4oCUDaR64U8Q>

#### —VINOWEEKLY

<https://www.youtube.com/channel/UC-gNoatsCcC4Lcxa9QZvSmw>

#### —GARDEN COMMON

<https://vimeo.com/showcase/8244636>

#### —SKEMAH

<https://vimeo.com/showcase/8793337>

#### —ABILITYBOX

<https://vimeo.com/showcase/8793348>

#### —MICKI

<https://vimeo.com/showcase/8800130>

### SOCIALS

#### INSTAGRAM

—<https://www.instagram.com/deanhomicki>

#### LINKEDIN

—<https://au.linkedin.com/in/deanhomicki>

#### TWITTER

—<https://twitter.com/deanhomicki>