

Mark Alexander

Product & UI/UX Designer

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SKILLS

Human-Centered Design (HCD), Design Thinking, User Experience (UX) Design, User Interface (UI) Design, Consumer Experience (CX) Design, User Research, Usability Testing, Heuristic Evaluation, Journey Mapping, Product Design, Visual Design, Rapid Prototyping, Native Mobile App Design, Web Design, Motion Design, Design Systems, Brand & Dynamic Identity, Information Architecture (IA), Agile Methodologies, Photography, Video Production & Editing

EXPERIENCE

Bank of America | Sr. Staff Product Designer | Mar. 2022 - Present

- Collaborated cross-functionally between multiple product solutions and channels (Online Banking, Mobile Banking, Erica AI, ATM).
- Self-directed projects and initiatives to solve for various brand, business, operations and design problems. Conducted comprehensive user research and usability testing for concept validation. Presented cohesive findings to win executive stakeholder buy-in on redesigned or net-new features and functionality.
- Built the design system for the ATM platform featuring multi-lingual and voice-user interface (VUI) capabilities. Co-developed an API reusable component library to facilitate implementation and ensure UI consistencies in-production. The adoption of this system resulted in a 90% increase in prototype-to-production spec. accuracy, and a 60% reduction in QA-logged UI bugs/defects. Translated the system for both Sketch and Figma.
- Optimized the UX and IA of a proprietary file management system used across the XD organization (16 portfolios, 200 contributors). Established system standards and naming conventions for file and folder structures resulting in over +30k hours saved annually searching for files & navigating the system.

Staples | Visual Product Designer | Sept. 2021 - Mar. 2022

- Operated as the product design lead for the Staples Connect mobile application. Assisted in the knowledge transfer and initial standup of the platform with a newly formed mobile development team.
- Co-created new features and functionalities in alignment with the API for native apps (iOS, Android, PWA). Modified existing features to enhance user engagement, simplified user onboarding, and addressed pain points of both consumers and in-store associates. These improvements contributed to elevating the app's ranking from Top 200 to #30 in the Apple App Store Business category.
- Developed foundations for a global design system and supported QA in testing builds.
- Led non-mobile projects including: in-store kiosk redesign, web campaigns and app store demo videos.

Vistaprint | Sr. UX Designer | Mar. 2021 - Sept. 2021

- Lead designer for the North American line of business. Fostered human-centered design best practices to optimize the Vistaprint user experience and customer journey through not only a B2C and B2B e-commerce lens but a strategic and empathetic mindset.
- Led various homepage and site-wide marketing campaigns including Vistaprint's first Pride Month celebration. Collaborated with teams to deliver seamless omni-channel content which increased user engagement by 16% overall.
- Conducted comprehensive user research and testing to synthesize user behavior, click-through analytics, landscape of small-business marketing and seasonal trends to increase customer retention.

KingFish | Designer | Jun. 2020 - Mar. 2021

- Led an array of diverse projects across B2B and B2C organizations and industry verticals including: SaaS, healthcare, cybersecurity, finance, entertainment, technology, non-profit, education, and more.
- Operated in synergy with clients, and earned their trust by breathing life into their visions and translating them into creative and exciting digital experiences.

Pyxl | Contract Motion Designer | May. 2020 - Sept. 2021

Freelance/Contract | Designer | Dec. 2017 - Present

- Cultivated diverse client relationships through various short and long-term professional engagements.
- Delivered a comprehensive suite of design services, spanning creative consultancy, brand identity, UI/UX, responsive web/mobile design, user research, motion and video production, SEO, and social media.

EDUCATION

Carnegie Mellon University | Graduate-Level Certificate | Product Design Innovation

Maryland Institute College of Art | Bachelor of Fine Arts (BFA) | Graphic Design

Sierra College | Associate of Applied Science (AAS) | Applied Art & Design

TOOLS

Adobe Creative Suite (After Effects, Premiere Pro, InDesign, Illustrator, Photoshop, Acrobat), Figma, Sketch, InVision, Principle, Zeplin.io, Axure RP, Canva, Web Builders (Wix, Cargo, Squarespace, Semplice, Webflow, Editor X), Jira, Asana, Basecamp, Trello, FigJam, Freehand, Miro, Mural, Google Analytics, Google Docs, Microsoft Office, Keynote, UserTesting, UserZoom, Notion, Mailchimp, Constant Contact, Klayvio, HTML, CSS