

Mark Decker, MBA

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Portfolio: markdeckerdesign.com

EXPERIENCE

Accuris – Remote, TX

Director Of UX & Product Design

May 2023 - Current

Veritone – Remote, TX

Director Of User Experience

November 2021 - February 2023

- Led and coached designers on Veritone's Navigate app which provides automation to Youtube and Podcast ad buying cycles, aggregating and organising billions of data points across 30,000 shows into a user-friendly AI-powered search tool.
- Orchestrated the redesign of an organisation-wide design system including evangelising and rapid onboarding of seven engineering teams with the adoption of Storybooks.
- Achieved OKRs that extended crossover sales, improved products, and delivered “art of the possible” leading to Million dollar SOW with new and existing customers.
- With limited resources, my team delivered figma designs for two NFT and Sports Media marketplaces.
- Aligned efforts with product and engineering teams to streamline the engineering process, while ensuring alignment with multiple product priorities.

General Motors – Austin, TX

User Experience Manager

June 2015 – November 2021

- Directed redesign of service engineering systems in Adobe XD with revenue increase of \$700 million.
- Prototyped and sold to stakeholders a supply chain tool that saves \$11 million annually.
- Spearheaded initiatives that contributed to consistent annualised direct business benefit and free cash flow.
- Collaborated on the GM design system that increased developer/designer productivity in SDLC.
- Trained multiple new college hires and mentored ux architects.

Modis – Austin, TX

Senior User Experience Architect Lead

February 2015 – June 2015

- Contract to hire at General Motors
- Designed a global application to facilitate vendor business communication and logistics critical in supply chain network balancing during changes in international trade agreements.

The Creative Group – Austin, TX

Senior User Experience Designer

December 2014 – February 2015

- Short term contract at National Instruments
- Conducted three usability workshops with stakeholders and users for e-commerce projects.

Action Corporation – Austin, TX

UX Designer

January 2014 – October 2015

- Instrumental in the development and design of ingestion utility for big data integration, resulting in a measured 30% time savings.

Qvinci Software – Austin, TX

UX Design Lead

October 2008 – January 2014

- Led the design efforts that resulted in a bootstrap startup achieving a 100 million valuation.
- Developed a strong brand identity and ensured visual coherence across the company.
- Transformed a desktop software into a successful enterprise cloud application.
- Spearheaded an initiative that resulted in a strategic partnership with Intuit.

EDUCATION

University of Texas at Dallas – Richardson, TX

December 2020

Masters of Business Administration, IT Management

Texas State University – San Marcos, TX

May 2009

Bachelors of Arts, Communication Design

Texas State University – San Marcos, TX

May 2009

Bachelors of Arts, Photography

Skills

Technical: Figma, Adobe XD, Sketch, Photoshop, Google Business Suite, Microsoft Office Suite,

Languages: Fluent in English

Skills: User Experience, UX, UI, User Journeys, User Research, Competitive Analysis, Wireframes, Mockups, Cross-Functional Teams, Business Process Improvement, User Journeys, User Personas, User Flows, Enterprise Software, Design Systems, eCommerce, Marketplaces, Mockups, Wireframes

Soft Skills: Leadership, Change Management, Communication, Problem Solving, Teamwork, Design Team Management, Design Strategy, Design Thinking