

Mark Decker, MBA

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User Experience Leadership & Product Management

EXPERIENCE

Accuris – Englewood, CO (Remote)

Director Of UX & Product Design

May 2023 - Current

- Directed UX Workshops tied to SOW for Fortune 10 Customers.
- Created 30+ hours of training in Design Thinking and other UX related topics.
- Leveraged AI to interpret user needs and validate design ideas that led to product efforts from hundreds of hours of customer interviews.
- Maximised design resources to build a design system used company wide.

Launchpad Strategy & UX – Austin, TX

Founder & CXO

March 2023 - Current

- Supporting early stage -> Series B Innovation with design leadership.

Veritone – Irvine, CA (Remote)

Director Of User Experience

November 2021 - February 2023

- Directed designers on Veritone's Navigate app, which automates 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 a company 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 Multi-Million dollar SOWs with new and existing customers.
- Directed the development of Figma designs for 2 Media marketplaces under resource constraints.

General Motors – Austin, TX (Remote)

User Experience Manager

June 2015 – November 2021

- Directed the redesign of service engineering systems, creating **\$700 million revenue increase**.
- 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

- 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 Contract

December 2014 – February 2015

- 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

Masters of Business Administration, IT Management

December 2020

Texas State University – San Marcos, TX

Bachelors of Arts, Communication Design

Texas State University – San Marcos, TX

Bachelors of Arts, Photography

Skills

Technical: Figma, Adobe Creative Suite, 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, HCI, Style Guides

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

Portfolio: <https://www.markdeckerdesign.com>