

# Mark Carolan

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## American Express - Lead, User Experience

American Express issues and processes prepaid, charge, and credit cards. American Express cards are available to individuals, small businesses, and corporate consumers in the U.S. and around the world.

*March 2017 - Present*

- Lead UX design solutions for Digital Acquisition, to launch the global American Express credit card shopping experience.
- Established and implemented a component based design system, resulting in a consistent presentation across all global markets.
- Build relationships and collaborate closely with cross-functional teams including Product Management, Marketing, Research, Engineering, Business Analytics and Operations.
- Use quantitative data and qualitative feedback to inform design decisions iteratively.
- Organize and deliver design kit for Engineering team to build site components at scale.
- Actively practice and champion customer-centric thinking and design.
- Create user scenarios, user journeys, wireframes, UI designs and prototypes throughout the full cycle of product development.

## Wickr - Director, User Experience

Wickr is a business-to-consumer messaging product with a proprietary encryption technology for users to communicate and collaborate with the utmost security.

*March 2014 - September 2016*

- Led user experience strategy for Wickr Professional's enterprise messaging and collaboration tools for both mobile and desktop.
- Built a cohesive eco-system to ensure consistency throughout user interactions, visual elements and feature functionality across Wickr Professional's iOS, Android, desktop and backend CMS platforms.
- Identified issues, brainstormed and refined solutions, instilling a hyper-focused feature development process.
- Championed a collaborative Agile process across Development, UX and Product to meet aggressive timelines.
- Hired staff and contractors to build the Product Design team and personally oversaw each member's work and progress.

## **Somo - Director, Digital Design**

Somo is an independent, full-service mobile solutions specialist that helps businesses make sense of the complex, fragmented and changing world of mobile.

*April 2015 - October 2015*

- Led creative direction, product design, prototyping and user interface design for web, mobile and tablet projects for clients including The Wall Street Journal, Dow Jones, The Sun and News Corp.
- Designed the user experience and visual interface for The Wall Street Journal's first mobile-exclusive news app, What's News.
- Designed, developed and launched a custom digital ecosystem for The Wall Street Journal Conference Series that required integration between mobile, tablet, desktop and digital display.
- Created wireframes, user flows and prototypes to seamlessly translate B2C and B2B product and business requirements into user-friendly features.

## **DEFY Media - Creative Director**

Defy Media is the top creator, distributor, and owner of millennial-focused digital content.

*September 2013 - March 2014*

- Responsible for all creative work for web, mobile, tablet and e-commerce properties.
- Set strategy and led creative direction to redesign the flagship property, MadeMan.com, and turned it into a responsive website with integrating storytelling to drive content engagement and social behavior.
- Led and managed the creative team and liaised between departments to balance evolving priorities.
- Established workflow structure, including project requests and handoff processes, and oversaw design standards like style guides, file naming conventions and server structure.

## **Meredith Xcelerated Marketing - Senior UI/UX Designer**

Meredith Xcelerated Marketing (MXM) is a leading content-powered, customer engagement digital agency that provides fully-integrated marketing for some of the world's top brands.

*August 2011 - August 2013*

- Served as the lead visual and UI/UX designer for mobile and tablet projects for clients including GlaxoSmithKline, Coca Cola, Liberty Mutual, Kraft and Nestle.
- Provided thought leadership and ideation into the way consumers and providers interact within the healthcare ecosystem for GlaxoSmithKline.
- Translated business requirements to deliver clear and effective products to the digital healthcare marketplace.

- Contributed design solutions and provided the functionality perspective in all client-facing meetings.
- Mentored junior designers on best practices for multi-touch design on both iOS and Android platforms.

## ScrollMotion - Senior Designer

ScrollMotion is a creative technology company devoted to reshaping the way people experience digital information and entertainment.

*March 2010 - August 2011*

- Designed UI and UX for iPad and iPhone applications for clients including Disney, ESPN, NFL, General Electric, National Geographic, Hearst Publishing and Condé Nast.
- Launched and managed ongoing design production of Hearst's award-winning magazine iPad applications, Esquire Magazine and O, The Oprah Magazine.
- Partnered with the development team to design a proprietary mobile and tablet content platform and launch monthly content.
- Contributed creative direction and designs for the Super Bowl XLV Official Game Program and General Electric 2010 Annual Report iPad applications.
- Provided the design perspective at internal brainstorms and proprietary platform strategy meetings.
- Created style guides, wrote specifications and built visual wireframes as references for application developers.

## Awards & Honors

- 2013 iMedia Agency Awards, Best Agency for Mobile: MXM
- 2011 American Society of Magazine Editors, Best Mobile Edition: Esquire Magazine iPad
- 2011 Appy Award, Best Lifestyle App: O, The Oprah Magazine iPad
- 2011 New York Times Top 10 Best Children's Books on the iPad: National Geographic Kids Ultimate Dinopedia
- 2011 MOBI Award: National Geographic Kids Ultimate Dinopedia
- 2011 Appy Award finalist, Best Book App: National Geographic Kids Ultimate Dinopedia
- 2010 Esquire Magazine iPad featured at the TED x NASA "Digital Dreams in an Analog World" Conference

## Skills

Adobe Creative Suite, Sketch, Proto.io, InVision, Wireframes, User Flows, Build Kits, OmniGraffle, Axure, HTML, CSS, Keynote, Xcode, SVN, Git

## Education

School of Visual Arts Fall 2009 Business Strategy: Defining the Brand  
 Thomas Aquinas College May 2005 B.S., Graphic Design