

MARK THOMAS

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USER EXPERIENCE DESIGNER

Experienced and innovative User Experience Designer with expertise in human-computer interaction and data-driven design in the software industry. Skilled in conducting user research, creating wireframes, and designing interactive prototypes to ensure optimal user experience. Proven ability to collaborate with cross-functional teams to transform designs into tangible, user-centric products, consistently achieving project objectives. Committed to staying up-to-date with industry trends and continuously seeking opportunities to refine and improve design processes for optimal results. Key competencies include:

- HTML
- Adobe Creative Suite
- UI/UX Design
- CSS
- Typography
- Visual Design
- Figma
- Design Thinking
- User Testing and Research

PROFESSIONAL EXPERIENCE

ARROW INTERNATIONAL | Cleveland, OH

Nov 2023 to Present

World's largest manufacturer and distributor of charitable gaming products.

Senior User Experience Designer

Oversee the UX/UI design process, from conceptualization to implementation, for Arrow's digital platforms, ensuring a seamless and user-friendly experience across web and mobile applications.

- Collaborate with cross-functional teams, including developers and art department to ensure designs aligned with product goals and implementation was feasible.
- Develop wireframes, prototypes, and high-fidelity mockups using industry-standard tools to visualize design concepts and iterate on design solutions.
- Implement front-end web development technologies, including HTML, CSS, and JavaScript, to bring design concepts to life and ensure cross-browser compatibility and responsive design.

UX CONSULTING AND WEB DESIGN | Cleveland, OH

Apr 2023 to Nov 2023

Creative detail-oriented independent designer with excellent communication skills specializing in user experience, graphic design, and web design.

HYLAND SOFTWARE | Westlake, OH

Jun 2000 to Apr 2023

Developer of content management and process management software, OnBase, used in healthcare, finance, insurance, government, higher education, and manufacturing.

User Experience Designer

Headed user experience research and design for internal and customer-facing applications and websites.

- Collaborated with cross-functional teams, including developers and product managers to ensure designs aligned with product goals and implementation was feasible.
- Co-developed a cutting-edge web-based platform that offered customers and partners a unified gateway to access products, solutions, and updates.
- Achieved a 20% reduction in redundant technical support calls.
- Built and designed forums to address software product concerns resulting in 50K+ verified questions.
- Facilitated an open and constructive dialogue between customers, partners, and the company, thereby fostering trust and driving product sales.
- Created internal applications including time off, work orders, expense reports and benefits significantly improving communication and productivity across different departments.

- Crafted purposeful applications creating a single point of access for customers, partners, sales, and tech support increasing the success of sales and marketing efforts.

Graphic/Web Designer and Photographer

Developed visually captivating and intuitive website layouts, interfaces, and advertisements that effectively reflected Hyland’s brand identity and objectives.

- Developed creative concepts and executed designs for branding materials, including logos, brochures, advertisements, and posters
- Maintained brand consistency across various digital and print materials.
- Presented design concepts to project managers and incorporated feedback to deliver final designs.
- Developed appealing logos, marketing collateral, and website layouts consistent with brand guidelines.

INCYOURSELF | Cleveland, OH

May 2011 to Apr 2013

Empowering businesses with impactful web design and marketing strategies to drive online visibility, engagement, and growth.

Web Designer

Created visually appealing and user-friendly website layouts and interfaces that aligned with client brand identity and objectives.

- Met with clients to understand specific requirements, goals, and target audience for the website.
- Managed the image and copyright of the company, ensuring all content used on the website was legal and appropriate for public use.
- Optimized the use of graphics, links, and forms to enhance user engagement to drive website traffic and ecommerce.
- Designed engaging interactive user interfaces that complied with web standards to create seamless user experiences.

MOTO GALLERY | Lakewood, OH

May 2009 to Jun 2010

Showcasing the talent of local and national artists in an immersive space for art enthusiasts and novices to discover and appreciate their work.

Art Director

Curated and acquired art collections that aligned with the gallery's aesthetic and interests, ensuring the highest quality of artwork for display.

- Increased gallery traffic by implementing film nights, direct mail, and organizing catered events, attracting a broader audience, and boosting the gallery’s retail.
- Earned recognition and support from local leaders and the community by hosting successful political fundraisers, demonstrating a commitment to civic engagement.
- Demonstrated social responsibility by hosting silent art auctions dedicated to supporting charitable causes and making a positive impact on the community.

EDUCATION

Bachelor of Arts, Painting and 2D Design | Kent State University | Kent, OH

Coursework, Gamification | Penn State University | State College, PA

Coursework, Human-Computer Interaction | Stanford University | Palo Alto, CA

CERTIFICATIONS

Human Factors International-Certified Usability Analyst User
Experience Foundations

The Science and Art of Effective Web and Application Design
User-Centered Analysis and Conceptual Design

PORTFOLIO

uxmarkthomas.com