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SUMMARY

Strategic UX/Product Design Leader with 25 years of experience driving scalable design systems and user-centered experiences across finance, healthcare, and retail. Proven success leading cross-functional teams, implementing design-thinking processes, and delivering measurable improvements in customer satisfaction and operational efficiency. Recent healthcare experience with BCBSNC, Abbott, and BayCare, plus enterprise work with Wells Fargo.

WORK EXPERIENCE

SENIOR UX DESIGNER, BLUE CROSS BLUE SHIELD OF NORTH CAROLINA | APRIL 2025 - PRESENT

- · Led user experience design projects for the company's consumer design team.
- Redesigned screens to optimize user workflows for the member portal, supporting BCBSNC's 4.6M members.
- · Conducted user research and testing to validate business requirements and inform designs.

SENIOR UX DESIGNER, YMCA OF THE USA | NOVEMBER 2024 - APRIL 2025

- · Led user experience design for the company's internal learning and knowledge management platform.
- · Created and implemented a flexible design system to improve efficiency and consistency for designers and content authors.
- · Conducted user research and testing to validate business requirements and inform designs.

SENIOR PRODUCT DESIGNER, WELLS FARGO | MARCH 2022 - JULY 2024

- · Redesigned claim initiation process for credit card disputes in native and web mobile banking apps, resulting in a 70% approval rate during usability testing and drastically reducing call center volume.
- · Led a team of 6 designers and content strategists in a redesign of the bank's online shopping experience for merchant services hardware and payment processing solutions.
- · Drove the adoption of design-thinking and strategic UX frameworks, resulting in improved operational efficiency and better-performing solutions.
- · Implemented a design system and templates for legacy application platform, shortening design timelines by over 50% and reducing technical debt.
- · Mentored a team of product designers and content strategists to improve UX design skills and efficiency, and established best practices for the team.

SENIOR UX CONSULTANT & TEAM LEAD, INSIGHT | NOVEMBER 2018 - MARCH 2022

- · Led a 3-year UX engagement with an enterprise technology client, designing a global software purchasing, provisioning, and management platform.
- · Created a scalable enterprise design system and component library with themes (600+ components/variants) to support a global healthcare client with over 100 brands, along with an internal application to generate theme CSS code using a WYSIWYG interface.
- · Led a team of 4 UX design consultants, providing mentorship and driving skill development and professional growth.
- Facilitated design-thinking and strategy workshops for clients.

SENIOR UX DESIGNER, HANEKE DESIGN | NOVEMBER 2015 - NOVEMBER 2018

- · Led cross functional team to design and develop a symptom-checker and telehealth app (iOS, Android, and responsive web) for a major regional healthcare provider serving 15+ hospitals.
- · Designed a native app (iOS and Android) for enterprise fleet management, enabling customers to evaluate end-of-lease vehicles with streamlined workflows and intuitive interfaces.
- · Led design and development of native mobile apps and responsive websites for over 20 clients, focusing on improving user interaction and commercial functionality through iterative design and user testing.
- · Conducted strategy and research workshops with clients to align design initiatives with business objectives, presenting design concepts to executive
- · Developed guidelines for consistent brand messaging and visual identity across digital platforms.





DIGITAL CREATIVE DIRECTOR, BEALLS DEPARTMENT STORES | SEPTEMBER 2013 - OCTOBER 2015

- · Led a team of designers and developers to deliver digital marketing and advertising materials, ensuring alignment with creative standards.
- Developed and implemented design guidelines and template system to improve user experience and brand identity across digital platforms.
- · Collaborated with fulfillment partners to implement design improvements to packaging for online orders.
- Directed a website redesign that improved usability and boosted conversion rates.
- · Conducted user testing and analytics reporting to make data-driven, iterative improvements.

SENIOR DESIGNER, TRIAD RETAIL MEDIA | OCTOBER 2010 - SEPTEMBER 2013

- · Delivered comprehensive UI/UX design solutions for digital advertising, improving user engagement for clients like Disney, LEGO, and Unilever.
- · Standardized design and code templates, ensuring brand consistency and streamlined development for interactive online retail experiences.

SENIOR INTERACTIVE ART DIRECTOR, SCHIFINO LEE | JULY 2007 - OCTOBER 2010

- · Developed brand identity and visual systems for local and national clients in retail, technology, legal services, and real estate markets.
- · Led UI/UX design for websites and web applications, resulting in increased user engagement and satisfaction.

EARLY CAREER DESIGN ROLES: COAST DENTAL, HOLLAND & KNIGHT, LLP | FEBRUARY 2001 - JULY 2007

• Designed public-facing websites, custom intranets, and digital platforms for healthcare and legal services organizations, building foundational skills in user experience and visual design.

CERTIFICATIONS

PROFESSIONAL SCRUM WITH USER EXPERIENCE (PSU I), SCRUM.ORG | 2019

SKILLS

CORE COMPETENCIES

Product Design, UI/UX Design, Design Systems & Component Libraries, User Research & Usability Testing, Cross-functional Collaboration & Leadership, Prototyping & Wireframing, Design Mentorship, Agile/Scrum

TECHNICAL SKILLS

Figma, Sketch, Miro, InVision/DSM, Adobe Creative Cloud (Photoshop, Illustrator, InDesign), HTML, CSS/Sass, JavaScript

RECOGNITION

Gold DotComm Award (2018), Silver Indigo & Communicator Awards (2018), Gold AVA Digital Award (2017), Multiple Suncoast AdFed ADDY Awards (2014)