

markcarroll

Senior UX Designer

York Maine

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www.markcarroll.com : PDF Portfolio : Linkedin Profile

Experience

- **Lead UX Designer**
Bank of America (2015-Present)
- **Lead UI/UX Designer**
MAZ Digital (2014-2015)
- **Lead UI/UX Designer**
J. C. Penny (2013)
- **Lead UI/UX Designer**
Blue Marketing LLC (2010-2013)
- **CEO & CTO**
Gravitate Digital Interactive Media South Africa (2000-2008)

Description

Led and contributed to successful teams working on lucrative products that support millions of users. Projects include researching, designing and prototyping elegant solutions to complex problems, on multiple platforms, for large and small projects. I led the UX team to research, test and implement a cross platform animations system (AirBnB Lottie), working with Development to achieve success.

Products include: Mobile Transfers, Person-to-Person Transfers, FastTrack, Balance Transfers, Virtual Card, Explore our Products, Digital Strength & Enhanced Cash Experience to name a few.

Complete redesign of UX and UI for iOS, Android & Desktop digital magazine storefront and reader App for offshore development team.

Clients include: Forbes, Inc., Entrepreneur, OK Magazine, Star Magazine, Du Jour and The Economist to name a few.

Conceptualization, information architecture, wireframe and prototyping of in-store kiosk concept.

Design, front-end design / development, interaction design, interactive infographic programming.

Clients include: Cisco, HP, Dymo Endicia, The Fenix Dinner Club

Led the team, did information architecture, project planning and project management. We created many amazing tools for highly visible brands.

Clients include: Coke, Colgate, Palmolive, Absa Bank (SA Largest Bank), Plascon (SA Paint Leaders)

Education

BFA Web Design & New Media
Academy of Art SF (2008-2013)

Skills

Interaction Design, Information Architecture, Heuristic Evaluation, Personas, Wireframes, Competitive Analysis, Experience Maps, Scenarios, User Journeys, Storyboards, Task Flows, User Interface Design, Graphic Design, Rapid and in-depth Prototyping, Interviews, Surveys, Card Sorting, HTML, CSS & Animation.

Results - Bank of America

BillPay

- 30% ↑ Single payment initiated
- 71% ↑ Payment edited on mobile
- 25% ↑ Add/edit recurring payment
- 30% ↑ Add/edit Auto Pay

Mobile Transfers

- 69 Million transactions in 2017
- \$18 Billion in 1st quarter of 2019
- 79% Year over year P2P increase