

Mark E. Davis

UX Designer & Accessibility Advocate

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SUMMARY

Figma expert & plugin/widget developer. In the past I've also used Sketch, Principle, InVision, XD, and Zeplin. Decades of experience in Adobe CC apps, but more recently adopted Affinity Designer, Photo, & Publisher. Research & testing experience with: UserZoom, UserTesting, Qualtrics, Usability Hub, Optimal Workshop. Programming experience with HTML, CSS, & JavaScript since the mid-90's. More recently using TypeScript. A deep love of problem-solving, whiteboarding, sketching, storyboarding, wireframing, and workshopping. Accessibility (A11y) advocate, with almost a decade's experience writing audits, processes, & remediation plans. People Leader with a focus on empathy, understanding, and mentoring towards career & personal growth.

EXPERIENCE

Design Ops Manager @ Blizzard Entertainment - B&OP (Battle.net), March 2023 → March 2024

Stepped into a new role to help the design org level-up their collaboration, teamwork, and tooling so designers could focus on their work, stretch their skills, and grow their careers instead of navigating corporate red-tape.

Lead UX Designer @ Blizzard B&OP (Battle.net), July 2022 → March 2023

Hired to lead and manage a small team dedicated to accounts and authentication in the Battle.net client and backend systems. Also headed-up system level work (eg: pattern libraries) for our 40-person design org.

Adjunct Instructor @ Milwaukee Institute of Art & Design (MIAD), August 2017 → December 2022

Created and taught two electives: "Fundamentals of UX/UI Design" and "Zine Design & Micro-Publishing" for the communication design and illustration students. Alternated between teaching them in Fall / Spring.

Lead Experience Designer (HR-EX) @ Northwestern Mutual, May 2021 → July 2022

Brought in to complete the redesign of a "home office" employee portal (intranet) which involved moving from SharePoint 2013 to EpiServer/Optimizely, launching a new search experience, and migrating a lot of content.

Product Designer @ American Family Insurance, September 2020 → May 2021

Part of the new "Enterprise Technology Project Management" team (formed out of the Digital Transformation Office). I juggled multiple web-apps in agile pods focused on creating better workflows for AmFam Underwriters.

Senior User Experience Designer @ Brady Global, May 2019 → September 2020

Brought a new level of visual fidelity to their customer and distributor facing sites and web-apps, while also furthering their UX/UI processes, A11y compliance, and pattern libraries / design systems.

Senior Web Designer @ EPIC Creative, September 2016 → May 2019

Day-to-day responsibilities included designing websites, emails, banner ads, & social creative. Also spent a lot of time on our design & development processes, design systems / libraries, and improving documentation.

Digital Innovations Designer @ Kohl's Corporation, May 2014 → September 2016

Designer (2015–2016): social creative & motion designer in 2016 and UX/UI team member on web in 2015. Intern (2014): email design & code, landing page design, homepage creative, some copywriting / UX writing too.

Web Developer & Designer @ scriptDance Designs, May 2005 → May 2024

Created a lot of local business and restaurant sites as freelance developer / designer. Also helped several small liberal arts colleges transition departmental sites into proper CMS' (e.g.: Wordpress, Drupal, Joomla)

EDUCATION

BFA in Communication Design @ Milwaukee Institute of Art & Design (MIAD), 2013-2015

AAS in Digital Imaging Design @ Kansas City Kansas Community College (KCKCC), 2011-2013

BA in Philosophy w/ Minors in Creative Writing & Religion @ William Jewell College (WJC), 2004-2008