

Mark Gypson

Lead UX/UI Designer with experience in SAAS product design and the retail e-commerce industries. I've delivered innovative solutions through hands-on collaboration, respect for the process, and empathy for the users. I deeply care about the needs of people, whether they are users or team members.

Experience

Lead UX/UI Designer

OSV | 3 years / Aug 2019 – Present

As the lead designer of a complex integrated platform, I collaborate closely with leadership and product owners to achieve a user experience that receives regular praise from our users. As an advocate for the users, I specialize in translating complex interactions into user-friendly and consistent experiences.

- Launched an integrated education platform and enhanced online giving features for donors from ideation to completion. I provided leadership and stakeholders with guidance by leading service blueprinting workshops, creating robust designs and prototypes, and conducting user interviews and testing sessions with users.
- Led a team of designers in the development of a mature design system in Figma, enabling the rapid prototyping of new ideas and updates to existing features. Spearheaded the creation and maintenance of a comprehensive style guide and documentation site to improve consistency in feature development.

User Experience Manager

Vera Bradley | 3 years / 2015 - 2019

Led the UX design, research, and front-end development team through the an ever evolving landscape on enterprise-level projects. Fostered an environment of collaboration for ideation and creative problem-solving while demonstrating expertise in project management, sprint planning, and estimation.

Reporting to the EVP of Digital, my responsibilities included maintaining the product roadmap to achieve quarterly business and experience objectives and collaborating with development, IT, marketing, and merchandising leaders to promote shared ownership of initiatives and to communicate experience objectives to stakeholders and team members.

- Launching a product page experience from scratch that beats industry standards for performance, SEO, and accessibility. We thoroughly user tested all interactions to ensure they were uniquely suited to our users.
- Directed the creation and integration of a successful product customization platform that empowered customers to design their own custom bags, resulting in increased customer engagement, brand loyalty, and new revenue opportunities for the business.
- Led the implementation of comprehensive user testing practices, resulting in improved user experience and customer satisfaction. The insights gained through user testing informed design decisions and drove continuous improvement across the platform.
- Developed and launched an SEO content strategy, creating a framework for product content based on keyword search trends and product relevancy.

Senior Web Designer

Vera Bradley | 7 years / 2008 - 2015

Designated the lead UX / UI Designer responsible for guiding and providing feedback to other designers.

- Lead designer responsible for an entire responsive site redesign, Wire-framing, requirements gathering, designs and styles to accommodate mobile users. Worked collaboratively with developers on implementation.
- Designed seasonal marketing assets and product launch campaigns including homepage, site assets, email design and development. Provide photo and Art Direction to create campaign assets.

Web Designer

Hand Industries | 2 years / 2006 - 2008

Hands on experience working in all aspects of a start-up. Led the website design and branding, worked directly with business leaders, marketers, developers and customers.

Graphic Designer

The Bowen Center | 2 years / 2005 - 2006



Contact

260-258-3521

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Skills

User Experience Design
Team Leadership
User Interface Design
UX Research
Figma (Software)
Product Design
Design Systems
Web Design
Digital Marketing
Graphic Design

Education

Grace College

Bachelor of Arts (B.A.)

Graphic Design 2001 – 2005

Certifications



Nielsen Norman Group UX
Certificate Issued Apr 2021
Credential ID 1019889



I support equality
and diversity in all
things, we're better
together!