

Mark Dorsey

Experience Leader

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Experience Leader with 21 years in UX/UI design leadership, leveraging tools like Adobe Creative Suite, Figma, and JIRA to drive innovation and enhance user satisfaction. Demonstrated expertise in leading cross-functional teams and implementing user-centric strategies that align with business goals. Passionate about fostering intuitive design evolution and elevating digital product portfolios to achieve award-winning results.

Employment history

Jun 2024 - Present

Lead UX Designer

Papa Johns at Atlanta

- Lead cross-functional teams to design engaging loyalty experiences, enhancing user satisfaction.
- Conduct user testing and create wireframes, ensuring seamless design integration across platforms.
- Collaborate with stakeholders to develop strategic initiatives, driving customer retention.
- Mentor junior designers, aligning insights with business goals for evolving loyalty programs.
- Shape the future of loyalty offerings, delivering personalized experiences fostering brand loyalty.

Nov 2020 - Feb 2024

Principal Experience Designer

Stellar Elements

- Led cross-functional teams to create user-centric designs, enhancing engagement and satisfaction.
- Facilitated design thinking workshops, boosting team skills and collaboration.
- Implemented brand guidelines across digital platforms, ensuring consistency and strengthening identity.
- Drove innovation in user experiences, achieving measurable improvements in satisfaction and retention.
- Spearheaded global brand migration, ensuring consistent implementation across digital touchpoints.

May 2020 - Oct 2020

Director of UX

Macquarium

- Led a team of UX designers on multimillion-dollar global projects, ensuring alignment with goals.
- Collaborated with diverse teams to achieve corporate objectives, driving successful project outcomes.
- Directed international projects with substantial budgets, delivering measurable results.
- Fostered growth and development of UX designers, enhancing team performance and project success.

Sep 2019 - May 2020

Lead Senior UX Designer

Nuvizz

- Collaborated with stakeholders to align objectives and ensure design coherence.
- Led offshore teams, ensuring prototype fidelity and seamless development integration.
- Enhanced transparency with robust design documentation standards.
- Facilitated cross-functional team collaboration, improving design and development cohesion.
- Led UX design initiatives, driving cross-functional collaboration and aligning stakeholder objectives. Managed offshore teams, ensuring prototype fidelity and design coherence.

Jan 2019 - Aug 2019

Director of UX

The M Group

- Led diverse projects in web and mobile applications, enhancing user experience and design consistency.
- Collaborated with product owners to develop user flows and productivity metrics, ensuring design alignment.
- Translated complex ideas into interactive prototypes, effectively communicating design concepts.
- Liaised with development teams to deliver cohesive and reliable designs, fostering team alignment.
- Streamlined design solutions, resulting in significant improvements in project delivery and user satisfaction.

May 2018 - Dec 2018

UX Director

WGVs

In my role as UX Director, I led and facilitated user experience projects, serving as the project lead. I established an Agile project management environment and conducted training sessions to equip the team with best practices. With oversight of UX designers and researchers, I successfully conducted focus groups, developed user personas, implemented user testing, and validated usability standards. This effort resulted in a thorough understanding of our audience, and our prototypes received exceptionally high scores.

Jan 2017 - Dec 2017

Senior UX Designer

MiracleSoft - Home Depot

- Led design of high-priority web applications, collaborating with stakeholders for cross-departmental impact.
- Ensured top-tier solutions by working closely with engineers and developers.
- Oversaw all creative initiatives post-successful project delivery.

Sep 2013 - Jan 2017

Experience Director

The Lunchboxx

- Directed client mobile app projects, ensuring alignment with goals and seamless deployment on iOS and Android.
- Validated client objectives using low-fidelity wireframes, achieving high-fidelity prototypes for approval.
- Optimized and published apps, enhancing user experience and meeting client vision.

Jun 2012 - Sep 2013

Application Developer

Blue Cross Blue Shield

- Collaborated on Affordable Health Care Act implementation, enhancing online content using MySQL, C#, HTML5, CSS, and JavaScript.
- Designed and developed UI, ensuring alignment with organizational requirements and regulatory objectives.
- Worked with developers to update content, resulting in improved user experience and compliance.
- Contributed to significant updates, leading to measurable improvements in online engagement and accessibility.

Jul 2011 - Jun 2012

Creative Director

Manifest Media Group

- Designed web and mobile apps, developed style guides, pattern libraries, enhancing user experience.
- Translated client objectives into prototypes, presented for feedback, improving client satisfaction.
- Managed focus groups, user testing, synthesized insights, creating tailored strategy presentations.
- Collaborated closely with clients, ensuring alignment with their mission and objectives.
- Delivered measurable results through strategic design and user feedback integration.

Sep 2010 - Oct 2011

Senior Director Web of Administrator

New Birth MBC

- Managed global website development, online streaming, and social media for multiple campuses.
- Contributed to weekly strategy meetings to outline global objectives and milestones.
- Established a successful team and implemented intuitive design principles.
- Achieved a 60% growth in online membership through strategic initiatives.

Mar 2003 - Sep 2009

Creative Director

Madkreative Studios, Inc

- Led web and interactive projects, specializing in Joomla CMS development and maintenance.
- Created detailed project plans, specifications, and wire-frames to guide development.
- Managed project change orders and conducted impact analysis to ensure alignment with goals.
- Secured a major contract with the third-largest pharmaceutical company in the country.
- Oversaw business process analysis and requirements gathering, ensuring project success.

Education

Jun 1992 - Sep 1994

Rhema Bible College at Broken Arrow, OK

Majored in Theological Studies with an emphasis on pastoral leadership

Technical Skills

Figma

Experienced

Sketch

Expert

Pitch

Expert

Adobe Creative Suite

Expert

Sales Force

Skillful

JIRA

Skillful

Miro

Experienced

Links

[Professional Website](#)

[LinkedIn](#)

Accomplishments

FACTOID

Author

I wrote my first book before turning 50. Shameless plug, The Pattern of a Problem