

MARK RICHTER

User Experience Strategist

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USER EXPERIENCE TOOLBOX

- Design Thinking, Problem Solving, Discovery, Ideation, Brainstorming
- Sketching, Wireframing, Prototyping
- Interaction Design, Visual Design
- User and Stakeholder Interviews, Contextual Inquiry
- Journey Maps, User Flows
- Usability Testing, Information Architecture
- DesignOps
- Heuristic Review
- Copywriting, Editing
- Axure
- Sketch, Zeplin
- Adobe XD
- Miro
- InVision
- Balsamiq
- Photoshop
- Illustrator
- Dreamweaver
- HTML, CSS (some JavaScript, HTML5 and CSS3)
- Adobe Analytics, Google Analytics
- Communication
- Collaboration
- Creativity
- Empathy
- Leadership
- Process-oriented
- Adaptable
- Fun

PROFESSIONAL EXPERIENCE

ENTEGRAL (ENTERPRISE HOLDINGS) // St. Louis, MO

Senior Usability Engineer – 4/19-Present

- Product design for tech startup disrupting the auto collision industry, backed by Enterprise
- Plan and facilitate discovery sessions with product managers, product owners, business analysts, developers, and UX team members to identify problems, ideate possible solutions, map out user journeys and user task flows
- Create prototypes of varying degrees of fidelity, including paper/pencil sketches, whiteboard sketches, low fidelity interactive Axure wireframes, and high fidelity Adobe XD prototypes
- Plan and conduct remote and face-to-face usability tests utilizing high fidelity prototypes; synthesize test results
- Work closely with remote UX team, collaborating on solutions and ensuring consistency of design patterns within a larger ecosystem of products
- Bridge the communication gap between a product team and dev teams that are local, but a UX team that is otherwise remote; serve as the UX subject matter expert in the St. Louis office
- Work with cross-functional teams to efficiently implement UX practices within SAFe

FEDERAL RESERVE BANK OF ST. LOUIS (Under Contract to Signature Consultants) // St. Louis, MO

Senior User Experience Specialist – 4/18-4/19

- Collaborated with business analysts, developers, QA, and stakeholders to design user interfaces for web applications supporting the U.S. Treasury
- Created prototypes of varying degrees of fidelity, including paper/pencil sketches, whiteboard sketches, and detailed low and high fidelity interactive Axure prototypes
- Performed heuristic and expert design reviews of existing applications, including touchpoints/flows between applications
- Maintained style guide; worked toward scaling it up to a design system to support a portfolio of applications
- Assisted with the organization's agile transformation, particularly the role of design supporting agile development; identified design process inefficiencies and worked across teams to streamline practices
- Evangelized the UX role and advised on UX best practices

MARITZ MOTIVATION SOLUTIONS // St. Louis, MO

User Experience Designer – 7/14-4/18

- Collaborated with product managers, business analysts, UX architects, developers, QA, and stakeholders to design highly user-friendly and visually appealing interfaces for client-facing platforms/products and internal applications
- Created iterative deliverables in an agile development environment: journey maps, user flows, sketches, wireframes, prototypes of varying fidelity (with a specialty in interactive wireframes using Axure), and high fidelity visual design comps
- Planned and performed user and stakeholder interviews, user observations, task analysis, and moderated usability testing sessions with users and stakeholders on existing software, wireframes, and prototypes
- Led and assisted with discovery sessions and other exercises

MARITZ TRAVEL // St. Louis, MO

Senior Interactive Designer – 10/11-7/14

- Team leader overseeing interaction design, visual design, usability, and front-end development for all of Maritz Travel's interactive/digital offerings
- Designed and provided front-end development for client-facing promotional and registration web sites, HTML e-mails, proposal responses, and internal projects (including native and web-based applications for desktop and mobile)
- Led complete redesign of company's core product for group travel registration
- Mentored team and managed team workload; responsible for 100+ projects per year
- Authored and maintained team standards, best practices, and product documentation
- Involved in high-level strategic discussions regarding business unit product offerings

evetos // St. Louis, MO

Director of User Experience – 1/12-1/17

- Responsible for all aspects of user experience for startup company's web application in the promotional products industry

MARITZ MOTIVATION SOLUTIONS // St. Louis, MO

Senior Interactive Designer – 1/10-10/11

- Worked with project managers and developers to produce full-scale web sites and HTML emails in support of sales incentive and employee engagement programs
- Provided information architecture, user flows, visual design, and front-end development support

CENTENE CORPORATION // St. Louis, MO

Web Designer – 5/09-12/09

- Led all aspects of interaction design, visual design, usability, and front-end development for healthcare plans' web portal sites

MARITZ TRAVEL // St. Louis, MO

Interactive Designer – 5/05-5/09

- Created design comps and Flash animations, and provided front-end development for informational and registration web sites and HTML emails in support of group travel programs, RFP responses, and internal projects (native and web-based applications)

Systems Project Manager – 11/02-5/05

- Directed large-scale web projects from start to finish
- Gathered and documented project requirements, developed and managed project budgets and timelines
- Collaborated with project teams consisting of designers, developers, developers, and testers

Copywriter – 5/98-11/02 (Lead Copywriter – 7/00-11/02)

- Wrote, edited, and proofread promotional copy for print collateral materials and web sites in support of group travel programs

EDUCATION

TRUMAN STATE UNIVERSITY // Kirksville, MO

- Bachelor of Arts, Communication: Media, 1993