Mark-Anthony Rowland

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Introduction

My name is Mark-Anthony Rowland and I am an entrepreneurial user experience professional with expertise in several vertical markets. I am considered to be a strong leader that has been successful in fostering environments that promote productivity and creativity.

My approach to UX (user experience) is very customer focused. I believe that if you create a product that customers truly can't "use", that product serves no real purpose.

I have excellent team building and leadership qualities that produce proven results.

During my career I have shown my commitment to delivering success at every level. Because of my extensive business acumen, I am also very effective at translating business problems into technology solutions.

Experience

Equifax   **10/2023 – Current**

Senior Lead UX Designer

At Equifax, I led the UX efforts for the USIS Ignite Marketplace team, which developed applications for various B2B customers across multiple vertical markets.

I enhanced the visual experience and customer journeys for several new applications using Figma prototypes. By creating detailed journey maps, themes, and templates, we successfully transitioned deliverables into a new responsive format, ensuring compatibility across all devices.

In my leadership role, I was responsible for researching and validating proposed technological advancements against the product team's predefined requirements. Utilizing journey maps allowed us to better understand and address user needs, ensuring our solutions were aligned with customer expectations. Once the baseline was established, our team efficiently met these requirements.

During my tenure, Equifax was evaluating several data visualization tools, including Spotfire and others. Previously, teams relied on embedded visualization tools that lacked the flexibility and responsiveness of HTML/CSS-based solutions. Journey maps were instrumental in demonstrating the improved user experience these new tools could provide.

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Wells Fargo   **2/2022 – 10/2023**

Senior Product Designer

At Wells Fargo, I collaborated with teams to ensure that product designs met customer needs. This involved meeting key performance indicators (KPIs), implementing research-based strategies, and helping teams maximize their effectiveness. My role was to translate the wants and needs of the product teams into product design features.

I created designs in Figma for various projects, including a responsive redesign of small business-related products and the implementation of several new deposit products.

One of my major projects at Wells Fargo was the Small Business Product Expansion. This project involved developing strategies to create online experiences for products that were previously unavailable online. It also required converting adaptive experiences into responsive ones. To support this, I developed detailed journey maps that highlighted customer interactions and pain points, guiding the design process to enhance user satisfaction. These journey maps provided a visual representation of the customer's path, helping identify key touch points and areas needing improvement.

Another significant project was the Responsive Redesign initiative. This project required the entire team to take a holistic view of all small business products, evaluate their current taxonomy, and develop a plan to convert the product pages to a responsive framework. Journey maps played a crucial role in this process, allowing us to visualize the entire customer journey and identify areas for improvement. They were instrumental in understanding user behavior and ensuring our designs were user-centric.

Throughout these projects, it was crucial to work closely with our product partners to understand their strategic goals and benchmarks. The journey maps were essential tools in these discussions, providing clear insights into customer experiences and aligning design features with business objectives.

I was responsible for documenting the taxonomy and designing wireframes and layouts for the product redesigns. Additionally, I created detailed journey maps to ensure a seamless user experience and align the design features with customer expectations. These journey maps were instrumental in identifying key touch points, understanding user behavior, and ensuring that our designs effectively met the needs of our users.

State Farm   **8/2016 – 1/2022**

Digital Experience Architect

At State Farm, my first two major projects were the redesign of the State Farm Mobile App and the redesign of the State Farm website.

Working with agency partners, we redesigned the mobile app from the ground up. Our goal was to create an application that spoke to the ease and simplicity of working with State Farm. We focused on the most frequent users of the application (Bank Customers) and created an interface that allowed customers to interact quickly and concisely. Utilizing detailed journey maps, we identified key customer interactions and pain points, guiding our design to enhance the user experience. These journey maps provided a comprehensive view of user pathways, highlighting critical touch points and ensuring a seamless, intuitive experience. Our simplistic approach helped with customer onboarding as it was simple to navigate the experience.

The next project was the redesign of the State Farm website. Understanding the task, we addressed the super-task of insurance acquisition along with helping current customers pay for and manage their insurance policies. Journey maps were essential in this project, providing insights into the entire customer journey and allowing us to create a user-centric design. These maps illustrated the end-to-end customer experience, helping us pinpoint areas for improvement and ensuring our solutions were aligned with user needs.

Recognizing the natural evolution of responsive websites, we created a platform that was easy to maintain and improve based on customer feedback. Journey maps played a crucial role in this continuous improvement process, offering a clear understanding of user behavior and preferences. By integrating these insights, we ensured our designs met customer needs and expectations, allowing us to continuously refine the user experience.

AT&T   **8/2010 – 8/2016**

UX Lead / Information Architect Manager / Front End Developer

While at AT&T I established the foundation for the Mobile UI practice for the AT&T Consumer online presence. I also developed a team of Information Architects and Visual Designers to create AT&T's first HTML5 implementation of its Mobile interface.

As a UX Lead it has been my responsibility to guide my team towards creating responsive user experiences. Taking the "mobile first" approach, I used best practices creating an environment that would gracefully respond to larger displays.

As an Information Architect and Manager I worked with business partners daily to translate requirements into technical solutions. As I learned to focus on the full software development lifecycle during the entire process, our projects have become more successful.

As a Front End Developer, I used technologies such as CSS3, HTML5, JavaScript and several frameworks to build out front end applications. Some of the frameworks I used were Bootstrap, JQuery Mobile and I have just begun to explore using Angular JS in our solutions.

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Vipernet International   **4/2009 – 8/2010**

UX Lead / Information Architect / Front End Developer

During my time with Vipernet I worked as a managing consultant in several vertical markets including E-commerce, Bank/Financial Services, Global Investment, Telecom and High Volume Media Outlets

As a UX Lead and Information Architect I created graphic designs for static websites, with a strong understanding of user centered design and web design constraints. Some of my work included creating mockups, wireframes and developing prototypes. Some of my other duties included creating detailed flow charts and process diagrams.

Working as a Front End Developer, I created several websites based on content management applications like Drupal and Blog systems including Word Press. It was important to understand the needs of my clients and provide them working solutions based on graphic designs I created.

Xiocom Wireless   **4/2007 – 4/2009**

Director of Software Development

As the Director of Software Development at Xiocom I built a team of application architects and developers to create and sustain the core client and server technologies for this company.

- I designed the user interface, application/user flow of the XIOS Management ecommerce Suite

- I managed the re-factoring of the Network Management System and XOS wireless router. Working from a historically flawed infrastructure and coded application, re-factored the Network Management System using Ruby on Rails, Python, JQuery, EXTJS and MySQL.

- Architected an application communicating internally using RESTful web interfaces/UI-usability design, user flow documentation.

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Independent Consultant   **4/2002 – 4/2007**

Independent consulting: key Information Architecture roles that successfully launched three start-up companies across multiple vertical markets, social networking, digital image processing, workflow process management and wireless broadband development

Peniel Solutions

Full life cycle software development manager/ Information Architect / Website and Web Application Design:

With Peniel Solutions I was responsible for drafting requirements, creating prototypes. Along with my development responsibilities I met with several levels of government officials to secure contracts for digital management and delivery of HUD Case Binders for Department Of Housing and Urban Development.

During my tenure with Peniel I became an influential member of the team that helped to secure multiple annual contracts, over $5MM per year.

Gabriel Technology Group
Full life cycle software development manager / Web Application Design:

Working with Gabriel Technology Group we created a social networking application that supported the use and management of user created rich media content. It was important for our customers to be able to collaborate with each other over long distances and create web based rich media content as a result. Using rich media servers and content delivery networks, we created a product that has been used as the basis of several successful multimedia social networks

JND LLC

Full life cycle software development manager/ Information Architect / Website and Web Application Design:

While at JND I worked with management, sales & marketing, developers and subject matter experts from concept to project delivery.

There were two major investment initiatives including multi-factor security services and affordable broadband wireless solutions. The result of our work launched **Xiocom Wireless**. Xiocom became a company that created broadband wireless solutions in emerging markets across the world. I was responsible for the development and management of the applications that supported the wireless networking infrastructure.

Education

New York Institute of Technology

Management of Information Systems (B.S. Program)

Skills

UX Design, Information Architecture, Web Development, Search Engine Optimization and Marketing, Wireless Operating System Development, Wireless Network Management, Application Security, Network Security

Figma, Adobe Creative Suite, Sketch, Invision iRise, Axure, Photoshop, Microsoft Office, Drupal, WordPress, MySQL, SQL

PHP, HTML, JavaScript, AJAX, CSS3, jQuery, jQuery Mobile, Bootstrap, Angular JS, Ruby on Rails, Linux