

Mark Guill

Senior Product and UX/UI Designer

San Jose, CA | 408-391-5100 | mguill@gmail.com | www.linkedin.com/in/markbguill | markquill.design

Summary

Experienced Product Designer with over 8 years of crafting intuitive B2B SaaS designs for mobile and web applications. Skilled in leveraging data insights to enhance user experience and drive product success.

Experience

Senior Product Designer at Freelancer (01/2023 - present)

- Designed mobile and web applications for three active clients, enhancing site responsiveness and integrating social media connectivity to drive increased traffic and conversions.
- Earned **85%** user satisfaction rating for the design of a mobile application for SF Bay Area animal shelters connecting them with potential adopters and foster homes.
- Increased donations by **45%** for CHOIDS.org through a website redesign, emphasizing its impact on children and prominently featuring the donation call-to-action.

Senior Product Designer at Spekit (08/2021-07/2022)

- Improved product adoption rates for tools like Flows, a Digital Adoption Platform, through strategic integration of user research, testing, and cross-functional collaboration, fostering streamlined creation initiatives.
- Helped drive a **10%** Q1 engagement boost for Flows by simplifying flow creation, fixing bugs from user feedback, and adding intuitive creation guides.
- Facilitated user workshop sessions that helped shape the product roadmap for the upcoming 3 quarters.

Senior Product Designer & UX/UI Designer at Convertly (10/2016 - 07/2020)

- Designed an intuitive CMS seamlessly integrating with an in-house digital ad portal, offering SMBs a centralized platform for creating, managing, and enhancing their digital marketing presence.
- Increased adoption by **75%** with streamlined onboarding showcasing site creation and usage.
- Reduced launch time by **50%** for Facebook and Google digital ad campaigns API integration, and designed an analytics dashboard for consolidating data from all platforms.
- Created a customizable dashboard, empowering users to prioritize vital data for their roles with versatility and ease of use.

Skills & Tools

Skills: Design Systems, Information Architecture, Interactive Prototyping, Journey Mapping, Sitemaps, Usability Testing, User Flows, Personas, User Research, UX/UI Design,

Tools & Code: Figma, Sketch, Miro, HTML, CSS, JavaScript, React, WordPress, WebFlow, Framer, GitHub

Training/Education

Bloc.io - UX/UI Design Course (12/2014 - 06/2015)