

MARK PASIERB

contact@markpasierb.co

www.markpasierb.co

Creating user-centered solutions as a user experience designer, user interface designer, interaction designer and product designer for over 18 years.

(508) 245-0993

Portsmouth, Rhode Island, 02871

United States

Work Experience

Principal UX/UI Designer

eMoney Advisor | Radnor, PA

Oct 2017 - Feb 2023

- Lead, collaborate and manage multiple products across teams within our FinTech platform to create intuitive and innovative user experiences.
- Articulate and present ideas, design concepts and solutions to our internal and external stakeholders.
- Create and deliver successful epics, features and product enhancements across the SaaS platform and mobile application.
- Work alongside the UX Research team to manufacture user surveys, interviews, studies and testing scenarios to determine consumer insights.

Creative Director

pdsCommerce | Providence, RI

Jun 2013 - Dec 2016

- Lead, drive, manage and mentor a design team for both platform and client-side projects.
- Create unique, engaging digital shopping experiences for major retail brands such as Kate Spade, Burt's Bees Baby and Lucky Brand Jeans.
- Collaborate with design agencies, developers and in-house creative teams.
- Develop the vision for both pdsCommerce and it's own enterprise-level platform, including information architecture, user experience design, creative design, marketing, digital products and brand identity.

Senior UI/UX Designer

ISAAY | Los Angeles, CA

Feb 2012 - Jun 2013

- Collaborate with a team of graphic designers, photographers and strategists to create the vision for the ISAAY brand.
- Create, maintain and improve the ISAAY website, digital collateral, email newsletters and assets.
- Analyze customer patterns and trends used towards future promotions.

Core Skills

Strategy - Lead and mentor teams of designers in both SaaS and Agile environments to visualize and create industry leading creative solutions and digital experiences.

Design - UX/UI design, product design, industrial design, user research, usability testing, data analysis, visualizing, conceptualizing, storyboarding, journey mapping, UI flows, moodboarding, wireframing, mockups and prototyping.

Design Tools - Figma, Sketch, Invision, Miro, Adobe Creative Suite, UserTesting.com

Education

New England Institute of Art

BACHELOR of SCIENCE Multimedia & Web Design

Certificates

NN/g