

MARK DECKER, MBA

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Experience Design Leader

I lead and drive user experience strategy and vision at a Fortune 10 company. I recruited, trained, and retained a team of User Experience Architects. I am responsible for leading, planning, and managing the creative process. I ensured projects stayed on target and met budget and timelines. As part of the IT architecture team, I reviewed the IT organizations portfolio and proposed UX savings opportunities. I led business development workshops domestically and internationally. I trained UX Architects who delivered on co-current design and development phases while maintaining focus on understanding users and driving value in GM.

PROFESSIONAL EXPERIENCE

USER EXPERIENCE MANAGER, GENERAL MOTORS

JUNE 2015 – CURRENT

- I led the redesign of service engineering systems with an estimated savings impact of \$700 million.
- I prototyped and sold to stakeholders a Supply Chain tool that saves \$11 Million annually.
- I lead a team of user experience designers
- I led initiatives that contributed to Annualized Direct Business Benefit and free cash flow.
- I collaborated on an application design system that increased developer/designer productivity.
- I trained new college hires and mentored UX architects.

SR USER EXPERIENCE LEAD, INTERSYS

FEBRUARY 2015 – JUNE 2015

- Contract to Hire at General Motors
- I designed a global application to facilitate vendor business communication and logistics.

SR USER EXPERIENCE DESIGNER, THE CREATIVE GROUP

DECEMBER 2014 – FEBRUARY 2015

- Contract at National Instruments
- I led usability workshops and interviewed stakeholders and users.

USER EXPERIENCE DESIGNER, ACTIAN CORPORATION

FEBRUARY 2014 – OCTOBER 2014

- I discovered and resolved user challenges in DataCloud Software.
- I led the development and design of an improved upload utility for big data integration, resulting in a 30% time savings.

USER EXPERIENCE DESIGN LEAD, QVINCI SOFTWARE

OCTOBER 2008 – FEBRUARY 2014

- I established brand identity & a visual cohesiveness across the company.
- I completed the transformation of a desktop software to an enterprise cloud app.
- I led the design of a bootstrap startup to valuations in tens of millions.
- I instigated an initiative that produced a strategic partnership with Intuit.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION, University of Texas at Dallas, DEC 2020

IT MANAGEMENT

BACHELOR OF FINE ARTS, Texas State University, MAY 2009

COMMUNICATION DESIGN

BACHELOR OF FINE ARTS, Texas State University, MAY 2009

DIGITAL PHOTOGRAPHIC IMAGING

SKILLS

- Project Management
- Design Team Management
- Team Building
- User Experience Design
- Enterprise Architecture
- Corporate Identity
- Cross-functional Team Leadership
- Design Thinking
- Strategic Partnerships
- Digital Strategy
- Business Development
- Competitive Analysis
- Business Process Improvement
- User-centered Design

ACTIVITIES

I am an avid road and mountain biker and frequently participate in charity rides. In the last three years my team has raised \$50,000 for the National MS Society. Before finishing my undergraduate degree, I spent two years serving a mission for my church.