

## Mark Benivegna

UI/UX DESIGNER

Talented Lead UI/UX Designer with expertise in combining creative and usability viewpoints to create world-class web and mobile applications. Possesses a multidisciplinary background in product and visual design, user experience, and front-end development. Skilled in collaborating with interdisciplinary teams to deliver delightful and engaging experiences. Excels in utilizing the latest design tools and techniques to stay at the forefront of the industry.

### RELEVANT EXPERIENCE

**MRB** 2010 – PRESENT

MULTIDISCIPLINARY DESIGNER • CONSULTANT

- Collaborating with MedicAlert alongside a former colleague from a prior venture to enhance mobile-first user experience and redefine brand vision, voice, and identity.
- Ongoing collaboration with Career Now Brands, enhancing products like CDL Job Now, Career Site features, and Career School Now. Regular communication ensures seamless partnership for top-quality solutions.
- Built and sustained ties with 15+ startups and businesses, like Mitten Crate and Dave's Sweet Tooth, driving collaborations and boosting revenue.

**Career Now Brands** AUG 2018 – FEB 2023

LEAD UI/UX DESIGNER

- Spearheaded innovation and excellence in designing digital products and platforms such as CDL Job Now, Career School Now, WarehouseGig, RetailGig, DriverWave, and RocketPost.
- Engineered Impact Design, a comprehensive design system that transformed the design and development process at CNB, resulting in a 30% increase in design efficiency and a 20% increase in user engagement and satisfaction.
- Aligned with cross-functional teams to understand user needs and crafted effective design strategies that resulted in a 20% increase in conversion rates and a 12% increase in customer retention.
- Conducted extensive user research, usability testing, and feedback analysis that led to a 30% increase in user satisfaction scores.
- Leveraged various design tools and technologies, such as Sketch, Figma, Adobe Creative Suite, Zeplin, UsabilityHub, UserTesting, Maze, and other UX research and analysis tools to create wireframes, prototypes, and high-quality designs for multiple digital platforms.

**North American Bancard** APR 2018 – AUG 2018

PRODUCT DESIGNER

- Revamped the design of PayAnywhere's mobile app user interface, leveraging advanced design tools and techniques to deliver a modern, intuitive, and visually stunning experience.
- Partnered with UX team to optimize usability and customer satisfaction by identifying pain points in new and existing features.
- Implemented a holistic design system to standardize the design process.

### SKILLS

User Interface	Product Design
User Experience	Design Systems
Web Development	Figma
Visual Design	Sketch
Interaction Design	Adobe CC
User Research	Zeplin
Wireframing	User Flows
Prototyping	Documentation
UCD	User Personas
Design Thinking	Journey Mapping
Usability Testing	Communication
Agile Methodology	Leadership

### EDUCATION

**Specs Howard School of Media Arts**  
Southfield, MI






Certification: Graphic Design  
APR 2009 – APR 2010

**Oakland Community College**  
Farmington Hills, MI

Major: Liberal Arts  
AUG 2002 – MAY 2004

### Made to delight.

FIND OUT WHY →  
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## GroupClique NOV 2017 – MAR 2018

### UI/UX DESIGNER CONSULTANT

- Utilized the UX process to storyboard, wireframe, and produce pixel-perfect designs that enhanced the users experience.
- Developed detailed UI and visual design specifications, improving consistency and reducing errors in development.
- Optimized interface functionality resulting in a 25% decrease in user error rate through collaborative efforts with dev teams.

## AMBR Detroit AUG 2016 – AUG 2017

### UI/UX DESIGNER

- Applied user-centered design approach as the first stage of web and mobile app development.
- Delivered high-quality design docs, including sketches, user flows, and wireframes.
- Transformed BrassCraft website, resulting in increased visit-to-lead and visit-to-order ratios and reduced page-abandonment rate by 21%.

## JACK Entertainment APR 2016 – AUG 2016

### SENIOR WEB DESIGNER

- Designed prototypes from wireframes and delivered final hi-fidelity production-ready assets for development.
- Handled web content and executed online marketing through content and design.

## EXPERIENCE

## Tipping Point JUL 2014 – APR 2016

### ART DIRECTOR

- Managed creative deliverables and in-house teams to lead all phases of regional campaigns. Representative clients include Majic Window, Accents Cosmetic Surgery, Legal Genius, Hayman Company and Ignition Toll Free.
- Led teams in developing and producing sales-driving campaigns across print, TV, digital, branding, and more.
- Directed campaigns yielding up to 18% sales increase with website redesigns and up to 15% response rates with direct-mail/opt-in campaigns.

## International Bancard JUL 2011 – MAR 2014

### GRAPHIC/WEB DESIGNER

- Front-end designer of all company websites and digital products, updated and maintained on a regular basis.
- Actively involved in creating, developing and updating digital and social media.
- Created and implemented the company's core branding strategy.

## North American Bancard AUG 2010 – MAR 2011


### GRAPHIC/WEB DESIGNER


- Created assets for all company digital products and websites which include: PayAnywhere, PhoneSwipe, Humboldt.
- Designed and developed referral websites for PayAnywhere and PhoneSwipe that resulted in a 15% increase in captured leads for the inside sales team.
- Crafted integrated campaigns that spanned print, sales collateral web and emails.

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