

# mrb.

## Mark Benivegna

PRODUCT DESIGNER (UI/UX)

Product Designer creating intuitive, scalable digital experiences. I work across UX strategy, interaction, and visual design to turn complex systems into simple, human-centered products. I lead end-to-end design for enterprise workflows and mobile apps, driving usability, adoption, and impact. My visual design background ensures polished experiences, while my focus remains on research, systems thinking, and close collaboration with cross-functional teams.

## RELEVANT EXPERIENCE

### Cynerge Consulting / USDA Forest Service

NOV 2023 – PRESENT

SENIOR PRODUCT DESIGNER (UI/UX)

- Lead UX/UI design for ELMS, a comprehensive project management platform supporting NEPA workflows (CE, EA, EIS), responsible for end-to-end design across the entire system, from project creation to approvals and reporting.
- Collaborate closely with Business Analysts, stakeholders, and USDA Forest Service leadership to define requirements, translate needs into actionable user stories, and write detailed design and development tasks for engineering teams.
- Design and iterate all major workflows, interactions, and interface components, ensuring clarity, usability, and compliance with federal and accessibility standards.
- Conduct user research, usability testing, and feedback analysis, continuously refining the platform experience to improve team efficiency and adoption.
- Develop scalable, reusable components and a cohesive design system to maintain consistency across complex workflows and accelerate future feature development.

### Career Now Brands

AUG 2018 – FEB 2023

LEAD UI/UX DESIGNER

- Spearheaded design strategy across multiple platforms (CDL Job Now, Career School Now, WarehouseGig, RetailGig, DriverWave, RocketPost), aligning business goals with user needs to drive measurable results.
- Designed and launched “Impact Design,” a company-wide design system with full documentation, increasing team efficiency by 30% and engagement by 20%.
- Researched and introduced a landing page solution, built a reusable component/block system, and trained team members — replacing reliance on third-party tools like Squarespace and Webflow while driving significant revenue impact.
- Conducted user research, usability testing, and feedback analysis, leading to a 20% increase in conversions, 12% boost in customer retention, and 30% higher user satisfaction scores.
- Partnered closely with product managers, engineers, and marketing teams to ensure cohesive design execution across products.

### North American Bancard

APR 2018 – AUG 2018

PRODUCT DESIGNER

- Led the redesign of PayAnywhere’s mobile app, delivering a modern, intuitive, and visually engaging user interface while optimizing workflows and overall usability.
- Partnered with UX and product teams to identify pain points, translate requirements into actionable solutions, and implement a comprehensive design system that standardized processes and ensured consistency across the product.

## SKILLS

User Interface	UCD
User Experience	User Flows
Product Design	User Personas
Interaction Design	Journey Mapping
Visual Design	Front-End Dev
Accessibility	Workflow Design
Design Systems	Agile Methodology
Wireframing	Documentation
Prototyping	Team Collaboration
User Research	Leadership
Usability Testing	Figma
UX Strategy	Sketch

## EDUCATION

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

Certification: Graphic Design  
APR 2009 – APR 2010

**Oakland Community College**  
Farmington Hills, MI

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

- Applied the UX process to storyboard, wireframe, and deliver pixel-perfect designs, enhancing overall user experience and interface functionality.
- Developed detailed UI and visual design specifications, improving consistency and reducing development errors.
- Collaborated closely with development teams to optimize workflows, resulting in a 25% decrease in user error rate.

**AMBR Detroit** AUG 2016 – AUG 2017  
UI/UX DESIGNER

- Applied a user-centered design approach in early-stage web and mobile app development, creating sketches, user flows, and wireframes to guide the design process.
- Delivered high-quality design documentation and interactive prototypes, ensuring clarity and alignment with development teams.
- Led the redesign of the BrassCraft website, improving visit-to-lead and visit-to-order conversion rates and reducing page abandonment by 21%.

**JACK Entertainment** APR 2016 – AUG 2016  
SENIOR WEB DESIGNER

- Designed prototypes from wireframes and delivered high-fidelity, production-ready assets for development, ensuring a polished and consistent user experience.
- Managed web content and executed online marketing campaigns, integrating design and content to drive engagement and brand consistency.

## EXPERIENCE

**MRB** 2010 – PRESENT  
MULTIDISCIPLINARY DESIGNER • CONSULTANT

At MRB, I partner with startups and established businesses to deliver strategic design solutions across web, mobile, and branding projects. Collaborating with MedicAlert alongside a former colleague, I help enhance their mobile-first user experience and redefine brand vision, voice, and identity. I maintain ongoing partnerships with CareerNowBrands, improving products such as CDL Job Now, Career Site features, and Career School Now, ensuring seamless communication and top-quality outcomes. In addition, I've built and sustained relationships with 15+ startups and small businesses, including Mitten Crate and Dave's Sweet Tooth, driving collaborations that boost engagement and revenue.

**Tipping Point** JUL 2014 – APR 2016  
ART DIRECTOR






- Managed creative deliverables and in-house teams for regional campaigns across print, TV, digital, and branding, serving clients including Majic Window, Accents Cosmetic Surgery, Legal Genius, Hayman Company, and Ignition Toll Free.
- Led campaigns driving up to 18% sales increases from website redesigns and 15% response rates from direct-mail and opt-in campaigns.

**International Bancard** JUL 2011 – MAR 2014  
GRAPHIC/WEB DESIGNER

- Designed and maintained company websites and digital products, ensuring consistent usability and visual quality.
- Developed and implemented the company's core branding strategy, and created digital and social media assets to support marketing efforts.

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