



Mark E. Anderson, M. Des. Human-Centered Product Design Leader
455 Melrose Avenue | San Francisco CA 94127 | 415.312.4186
mark@productinterfaces.com | www.productinterfaces.com

WHAT I DO

I love to design tools for professionals (and anyone else who needs to get things done). I partner well with leaders in other disciplines, guiding great teams to build empowering, human-centered products and services.

EXPERIENCE

Moody's Analytics San Francisco, California. Mar 2014 - Present. **Director of User Experience.**

- Head of the Banking Operating Unit product design team, managing 7 designers and 1 design researcher.
- Established Figma as our primary tool for prototyping and managing the design system.
- Hired subject matter experts in enterprise software design, research, and data visualization.
- Defined product designs for multiple SaaS enterprise products, including successful new allowance and capital planning projection platforms for banks & businesses. Trusted partner during implementation.
- Drove innovation on risk measurement software for use by large banks. Managed development of Angular/HTML5 based component libraries.
- Administrator for Heap web analytics. Designed/implemented WalkMe for onboarding/in-app assistance.
- Established flexible UX processes for integrating human-centered design into agile/lean development.
- Led monthly mindfulness meditation sessions for 4+ years. Chair of the Create Confidence Committee, raising awareness of company values and mission. Taught UX principles to "Girls Who Code" cohort.

Salesforce.com San Francisco, California. Oct 2012 – Feb 2014. **Senior Manager of User Experience.**

- Rebuilt a depleted user experience team to full strength. Defined processes to integrate and track UX work more visibly in the lean development process. Successfully advocated for team growth and promotion.
- Led the evolution of the Data.com Connect business contact website. Focused research and design resources on standardizing UX patterns and streamlining transaction flows.
- Managed 4 product designers + 2 design researchers. Hired star performers.

Blue Shield of California San Francisco, California. Nov 2010 – Sep 2012. **User Experience Manager.**

- Recruited nine visual/interaction designers and usability specialists. Led the team in applying human-centered design techniques. Delivered designs for efficient self-service flows and relevant content.
- Defined processes for job intake, design discovery, design development and usability assessment, and successfully socialized them within the organization, resulting in higher quality and faster turnaround.
- Drove the migration of entire site to a new CMS, reducing number of page templates from 122 to 6.
- Managed 7 interaction designers + 2 researchers while successfully completing hands-on design duties.

Autodesk Inc. San Francisco, California. Sept 2007 – Nov 2010. **Senior Product Designer.**

- Consolidated and validated design requirements. Iteratively defined designs in partnership with executives, product management, developers and testers, sales/marketing and partner companies.
- Worked closely with design research to define test protocols and validate designs with users.

- Specified innovative SaaS application designs for home design, photorealistic rendering and building materials supplier websites. Established standards for layout, graphic assets, forms and writing.
- Used metrics to re-factor and improve the experience of using installed software such as Autodesk Design Review, a technical document review application that has been downloaded millions of times.

McKesson Provider Technologies Louisville, Colorado. Jan 2005 – July 2007. **Interaction Architect.**

- Designed, prototyped, and assessed usability of thin-client software used in hospital emergency rooms.
- Captured and analyzed thousands of observations at multiple hospitals, synthesized design criteria and conceptual models, defined interaction design, and delivered detailed specifications.
- Taught and evangelized human-centered design processes. Drove consistency across applications.

Hach Company Loveland, Colorado. Sept 1989 – Jan 2005. **User Interface Engineer, Industrial Designer.**

- Designed and specified custom user interfaces and industrial designs for scientific instrumentation.
- International ethnographic research, task analysis, static & dynamic prototyping, usability assessment.
- Custom keyboard and display design and specification. International safety compliance label design.

EDUCATION

ID/Illinois Institute of Technology, Chicago, IL. M.Des. Human Centered Product Design, 2003. GPA 4.0.

Stanford University, Stanford, CA. B.S. Engineering Product Design, 1989.

Avid drummer and musician. I also enjoy mountain biking, golf, hiking and spending time with my family.