

KATE MARKS

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Atlanta, GA

PROFILE

Skilled Digital Product Designer focused on delivering results, simplifying user experiences and creating moments of delight. Multidisciplinary background with specialities in customer journey mapping, user research, storytelling to support prioritization of the right requirements for Mobile and Web design and development. Knowledgeable about the Financial Services sector and the end-to-end design process from concept ideation to final implementation.

KEY COMPETENCIES

Mobile Design	Information Architecture	Storytelling	Mentorship
User Experience Research	Cross Functional Requirements	Detail Oriented	Communication
Design Systems	Customer Journey Mapping	Wireframing	Agile Methodologies

PROFESSIONAL EXPERIENCE

SENIOR MANAGER DESIGN & STRATEGY

JAN 2024 - PRESENT

Governance, Risk and Compliance Technology | Discover Financial Services

Built and leads a team of 2, a UX designer and technical writer, to create and improve the overall user experience for ServiceNow Governance, Risk and Compliance (GRC) products and develop required job aids and training materials supporting the migration of all GRC products to ServiceNow as required by regulatory commitments.

- Created Design and Communications operational model including tool identification and implementation in Jira and Figma, streamlined documentation and approval processes, and automated roadmap and project planning
- Works closely with stakeholders to align business and risk goals with user needs and behaviors for 7 unique products and over 30+ unique user personas
- Collaborates daily with product managers, software engineers, business and consulting partners to design effective user solutions that meet regulatory commitments, using Agile methodologies
- Utilizes analytics data and user feedback to identify pain points and opportunities for enhancements, resulting in the design and development of a service request flow, a new navigation menu, and improved error messaging

LEAD USER EXPERIENCE STRATEGY

FEB 2021 - DEC 2023

Deposit Products | Discover Financial Services

Designed and implemented a new Checking product, including web and mobile online account opening leading to increased throughput, two new money movement features and two product benefits leading to portfolio balance growth.

- Implemented digital experience improvements based on competitive analysis and user research testing, including creation of digital features such as an onboarding checklist and additional communication placements resulting in 15% increase in customers funding their accounts
- Partnered with Business and Technology stakeholders for requirements gathering, customer journey mapping, design handoff, and demos to ensure a best in class digital experience
- Lead program management for all User Experience Research including creation of new testing capabilities leveraging UserZoom, streamlining insights documentation, implementing training and development, and creating current and future state process maps
- Ensured all experiences adhered to WCAG 2.1 AA requirements through Accessible design and troubleshooting with engineers during development
- Managed agency resources with billing of over \$1MM dollars per year to support the UI execution and documentation within the Discover Design System of all user experiences

INITIATIVE OWNER

APR 2019 - JAN 2021

Collections and Recovery | Discover Financial Services

Tasked with analyzing customer interactions across multiple communication channels to elevate empathy and tailor the card collection process. The primary goal is to enrich the customer experience and by creating an omnichannel communications journey with the goal of increasing the retrieval of funds from delinquent customers.

- Analyzed dialer strategy performance and implemented personalized digital customer communication strategies through push, SMS, chat, emails, and paid search
- Created acceptance criteria, prioritized based on cost benefit analysis value, and navigated dependencies for infrastructure modernization from mainframe to cloud resulting in a centralized data source where all collections attempt data was stored in order to store consent, count collection attempts and prioritize customer channel preferences
- Enhanced and distributed internal processes to operate in an SAFe Agile framework while incorporating user-center design practices like 'How Might We' statements

SR. ASSOCIATE

JUL 2017 - APR 2019

Marketing Development Program | Discover Financial Services

Completed a two year highly regarded marketing rotational program through three Discover business units performing in different marketing and product roles.

U.S. Card User Experience Design

- Developed and executed ideation sessions using design thinking principles for JD Power areas of opportunity for the mobile app, resulting in prioritization of a new login experience
- Led a 3 week rapid experimentation sprint to develop a new mobile UX for a self-service negotiation tool for delinquent cardmembers resulting in the ability for them to service digitally rather than over the phone.

Discover Network Issuer Readiness

- Executed a marketing campaign with a Discover Debit issuer in partnership with Junior Achievement resulting in 3.8MM marketing impressions
- Launched Discover Debit paid media, long form content, and a new landing page while optimizing all channels via A/B testing

Collections and Recovery

- Email campaign manager for 10 Pre-Delinquency and Charge-Off monthly email campaigns that resulted in \$120MM in loss reduction
- Launched new strategic initiatives such as paid search, website content development, social listening, SEO, and merchant funded offers with partners like Intuit

EDUCATION

DEPAUL UNIVERSITY | MASTERS IN HUMAN COMPUTER INTERACTION

Proficiencies: Figma, Miro, HTML, CSS, JavaScript, Adobe Photoshop, Adobe Illustrator, Adobe Animate, OptimalWorkshop, UserTesting.com, Canva

THE OHIO STATE UNIVERSITY | BACHELORS OF SCIENCE IN BUSINESS ADMINISTRATION

Specialization: Marketing; Minor: Fashion and Retail Studies