

Mark Supert

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Experienced designer empowering teams to deliver scalable products and services through collaborative partnerships, intentional rigor, and creative problem-solving.

Airbnb 2019 - 2026

Lead Experience Designer,
Experience Designer

*Marketplace Growth, Product
Marketing, Internal Tools,
New Product Development,
User Research*

- Designed and executed consumer-facing growth experiments across the product funnel in collaboration with Product Management, Data Science, and Marketing - with statistically significant increases in click-through rate and engagement to achieve 2,500 new active listings.
- Collaborated with the Operations and Go-To-Market teams to implement scalable internal tools to onboard more than 1,200 new marketplace buildings and inventory integrations to support our listings growth metrics.
- Developed service blueprint and end-to-end user flows to identify edge cases and help inform user and product requirements for strategy planning.

Urbandoor 2018 - 2019

Product Design Lead

*Enterprise Dashboards,
Consumer Marketplace, Design
Systems, User Research*

- Led design sprints and created rapid prototypes to quickly refine and launch customer experiences and platform tools for the largest multi-family marketplace for extended stay and serviced apartments.
- Conducted quantitative research studies and qualitative interviews to better understand consumer search behavior for extended-stay apartments and how our real estate partners utilize our tooling for daily workflows.

IA Collaborative 2016 - 2018

Senior Interaction Designer

*Enterprise Software, New
Product Development, Design
Systems, User Research*

- **FedEx Hold for Pickup** - Partnered with internal stakeholders at FedEx to pilot, test, and refine a new mobile-first consumer experience for onsite and secured package pickup.
- **Allstate Digital Footprint** - Embedded in the Allstate Identity Protection product team to design an end-to-end digital experience for a new cyber security consumer product.

Tools

Figma, Principle, Framer, Claude,
Cursor, Qualtrics

Education

IIT Institute of Design
Masters, Design

University of Illinois
BS, Finance