

# Mark Iris

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## EXECUTIVE SUMMARY

Distinguished Product Strategist with over 15 years of experience driving product vision & execution for enterprise SaaS, B2B, B2C, and consumer software ecosystems globally across a myriad of industries. Led by curiosity, I thrive in the deconstruction and reimagining of complex systems, creating cohesive user experiences that raise the standard among the competition, drive business objectives, and set teams and companies up to capture their next stages of growth.

I come with a proven track record, directing company-wide product and tech evolutions. Most recently driving AI-native workflow transformations, and orchestrating cross-functional lifecycle strategies to deliver billions of dollars in commercial impact, serving and servicing millions of satisfied customers, soaking up app store stars and NPS scores in the process.

## CORE COMPETENCIES

- Strategic leadership: Enterprise/Consumer UX strategy, 5+ year product visions, M&A targeting & integration, design governance, team building & mentorship
- Design excellence: Core platform architecture, design systems, information architecture, interface design, consumer UI/UX, constant innovation & creative problem solving
- Innovation: Pioneering AI-powered workflows, generative design lifecycles, rapid prototyping, generative research, funnel optimization
- Compliance & Metrics: WCAG 2.1 AA accessibility standards, NPS sniper, CLV maxxing

## PROFESSIONAL EXPERIENCE

**Paylocity** May 2023 – Present

### Distinguished Product Designer

- Orchestrating executive-level experience strategy and platform modernization, positioning the enterprise portfolio for the next \$billion ARR, future-ready scale and AI-native efficiency.
- 5-Year Product Vision: Rearchitected, designed, and validated the foundational 5-year strategic vision of the platform to unify complex product silos into a cohesive ecosystem.

- **AI Strategy Leadership:** Conducting generative AI product design strategy, pioneering AI-powered workflows that transform antiquated user paradigms into intuitive, automated experiences.
- **Next-Gen Lifecycle Output:** Pioneering AI-assisted design lifecycles internally, integrating advanced generative research and prototyping tools to unlock unprecedented velocity, speed-to-market, and prolific output.
- **Enterprise Frameworks:** Standardizing template page constructions and macro-level layout architecture to establish a highly unified enterprise design system.
- **Core Product Systems Design:** Designing core framework models for high-density reporting engines, workspace setup tools, and modern enterprise platform patterns.

## **United Parks & Resorts** Dec 2020 – Jul 2023

### **Head of UX Design**

- Built, scaled, and led the centralized UX design practice driving an end-to-end digital transformation for a multi-brand portfolio of 12+ national theme parks.
- Deployed a centralized, enterprise-grade corporate design system and a modular, templated CMS marketing website framework to consolidate disparate digital properties.
- Launched a suite of native iOS and Android mobile applications alongside synchronized on-location physical/digital guest interaction models.
- Collaborated directly with executive Product and Engineering stakeholders to map user value metrics to conversion funnel optimization, optimized monetization, and +CLV.

## **Hinge Health** Apr 2020 – Dec 2020

### **Principal Product Designer**

- Led end-to-end user experience discovery and architectural system concepts for high-priority, next-generation Acute and Perisurgical healthcare program expansions.
- Conceptualized, architected, and deployed the technical foundation for the company's enterprise design system pilot program.
- Supervised a comprehensive accessibility compliance initiative, auditing and systematically upgrading web and mobile applications to meet rigorous WCAG 2.1 AA parameters.

## **Cvent** Jun 2017 – Jan 2018

### **UX Director: Strategic Initiatives, Principal Product Designer**

- Steered macro product architecture and experience strategy for a large-scale, multi-product enterprise platform while scaling internal design execution capability.
- Reimagined and established a unified global navigation layout framework, dismantling product architecture silos to establish a streamlined, single-platform user experience.
- Served as Product Owner and chief architect for the enterprise Content Creation Framework, building a core transaction engine that powers over 15 distinct product offerings.
- Scaled, structured, and governed a global UX department as it expanded from 20 to 65+ full-time employees, establishing formal career matrices and mentoring elite individual contributors.
- Managed the UX integration and rapid software redesign of multi-million dollar mobile asset acquisitions (QuickMobile & DoubleDutch), doubling internal mobile platform product capabilities.

## **Walmart eCommerce** Dec 2016–Jun 2017

### **Sr. UX Architect, Lead Interaction Designer**

- Directed specialized internal R&D design squads to discover, invent, and validate next-generation digital commerce mechanics to accelerate customer retention metrics.
- Operated as the single UX architect governing the core Sam's Club native iOS and Android mobile application ecosystems across phone and tablet touchpoints.
- Completely redesigned cross-platform mobile interactions, optimizing high-impact monetization funnels including global search engines, smart filtering tools, pickup models, and Scan & Go checkout architecture.
- Designed end-to-end service layers blending physical in-store technology and associate tools with consumer-facing digital applications.

## **eBay** Dec 2010 – Dec 2015

### **Sr. Product Designer, Sr. Product Manager, Product Manager, Program Manager, Software Engineer, Quality Software Engineer**

- Owned end-to-end user experience design strategy for the global Homepage, curated collections, and personalized discovery feeds across web, mobile web, iOS, and Android frameworks.
- Conceived and shipped the cross-platform "Engagement Mechanics" framework, successfully synthesizing over 20 disparate legacy engagement variables into a clean, cohesive interaction pattern.

- Directed the global product strategy and cross-functional redesign launch of eBay 4.0 across all smartphone and tablet channels, powering over \$29B in mobile commerce volume.
- Built SDLC parameters from waterfall to agile, authored baseline cross-platform mobile quality standards for early smartphone commerce.

## **EDUCATION & CERTIFICATIONS**

**University of California, Berkeley Haas School of Business** *2015-2017*

Executive Education Program, Product Strategy & Management

**SUNY Fredonia** *2002-2006*

BS, Sound Design Engineering, Minor in Philosophy

Graduated Magna Cum Laude

PCTY Leadership Program

Cvent MBA Program

eBay/Paypal Emerging Leaders Program

Product Mgmt Intensive training

Practical Product Mgmt cert

Engineering Pjt Mgmt cert

## **PATENTS**

Contextual Marketing Insights in Augmented Reality

Methods and Systems to Refine Search Information

Adjusting an Interface Based on Cognitive mode

Systems and Methods for Personalized

Actionable Notifications

Displaying a Plurality of Selectable Actions