Mark Iris

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EXECUTIVE SUMMARY

For over 15 years, I've directed and executed UX strategy across consumer applications and enterprise software ecosystems, with a proven track record of taking new opportunities from 0 to 1 or modernizing legacy systems for what's next.

I'll combine high-level executive product & design strategy and precise execution to ship elegant, well-crafted solutions that drive billions of dollars in commercial impact.

Here is what I bring to organizations:

• Core Platform Architecture: Conceptualizing and delivering the "floor plans," template constructions, and holistic systems thinking to form the backbone of complex product portfolios.

• High-Impact UX Strategy: Linking user value metrics directly to executive priorities, conversion funnel optimization, and CLV.

• Leading by example: Recruiting and scaling high-performance teams, mentoring elite ICs, and building rigorous frameworks for generative research and rapid prototyping.

• Inspired impact: Finding the strongest signal in the noise, crafting inspired visions & narratives for companies and teams to rally behind.

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 maxxer

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

Other

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