

Mark Pusateri

Lead / Senior Product Designer

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Professional Summary

Lead / Senior Product Designer with deep experience designing and scaling complex, enterprise-grade web and mobile products. Proven leader in translating ambiguous business problems into intuitive, high-impact user experiences through strong systems thinking, user research, and cross-functional collaboration. Known for building cohesive design systems, mentoring teams, and delivering measurable product outcomes in highly regulated, fast-moving environments.

Core Strengths

Product UX & UI Design • Design Systems • Cross-Platform Experiences (Web & Mobile)
User Research & Usability Testing • Information Architecture • Interaction Design
Stakeholder Communication • Design Leadership & Mentorship • Agile / Jira
Performance Optimization • Accessibility & Modern UI Standards

Work History

Cross Country Healthcare – Lead Product Designer (VMS system)

Ponte Vedra Beach, FL | Nov 2022 – Present

- Lead end-to-end product design for a complex healthcare VMS platform spanning web and mobile applications, supporting critical staffing workflows across multiple user types.
- Own design strategy from discovery through delivery, translating business requirements and user needs into scalable product experiences.
- Built a scalable design system that eliminated cross-platform inconsistencies and improved delivery speed across teams.
- Partner closely with product management and engineering to define user stories, acceptance criteria, and workflows in Jira, ensuring strong alignment from design intent to build.
- Conduct user interviews, usability testing, and iterative validation to reduce friction and improve task efficiency across high-frequency workflows.
- Introduced refined interaction patterns, micro-animations, and responsive behaviors to improve clarity, feedback, and perceived performance.
- Advocate for performance optimization, accessibility, and modern UI standards across the platform.
- Mentor and guide designers through critique, feedback, and process improvements, helping elevate design quality and team confidence.
- Serve as a trusted design partner to stakeholders, guiding decisions through clear design rationale and tradeoffs.

ManpowerGroup – Sr. UX Designer

Ponte Vedra Beach, FL | Feb 2021 – Nov 2022

- Designed complex user experiences for a large-scale, web-based Applicant Tracking System (ATS) used across North America.
- Created interaction flows, conceptual models, and simplified solutions for highly complex workflows.
- Led and participated in user interviews, workshops, concept testing, and UX evaluations to define current-state pain points and future-state strategy.
- Collaborated closely with product strategy, project management, business analysts, and engineering teams in an agile environment.
- Quickly adapted to established processes while identifying opportunities to improve efficiency, quality, and design consistency.
- Influenced product direction by translating research findings into prioritized UX improvements.

Nova Southeastern University – Sr. UX Architect

Ponte Vedra Beach, FL (Contract) | Jul 2020 – Feb 2021

- Led information architecture and UX strategy for web and mobile experiences, improving navigation clarity and content structure.
- Translated research, analytics, and stakeholder goals into scalable site maps, wireframes, and content hierarchies.
- Partnered with marketing teams and external vendors to deliver high-fidelity interactive prototypes and production-ready designs.

Ernst & Young – Sr. UX Designer / Digital Channels Lead

Additional roles at Ernst & Young: Online Producer, Web Specialist

Jacksonville, FL | May 2000 – Jun 2019

- Led UX and design strategy for EY's global suite of web and digital products, delivering responsive, mobile-first experiences at enterprise scale.
- Improved key experience metrics through research-driven UX enhancements, reducing bounce rates and improving engagement and performance.
- Defined and evolved global design systems covering typography, color, layout, and motion.
- Presented UX strategy, user journeys, and prototypes to senior leadership and stakeholders.
- Managed and mentored multidisciplinary teams (2–8 designers) on high-visibility initiatives.

Earlier experience includes Sharp Electronics — Internet Production Manager

Skills

Design: Design Systems, UX, UI, IA, Interaction Design, Prototyping

Research: User Interviews, Usability Testing, Journey Mapping, Analytics

Tools: Figma / FigJam, Adobe XD, Sketch, InVision, Miro, Jira

Technical: HTML, CSS, JavaScript/jQuery (working knowledge)

Analytics: Google Analytics, WebTrends, Dynatrace

Collaboration: Remote-first workflows, cross-functional leadership

Education

Bachelor of Arts: Illustration

Fashion Institute of Technology, New York, NY