Mark Bauer

UX Leader

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EXPERIENCE

iRhythm

Sr. Product Design Manager
Nov 2018 - Present

- Joined as the first designer and grew the team to 8
- Managed all product design activities for multiple major product launches
- Managed the creation, implementation, and evolution of the Zio Design Library
- Standardized onboarding processes, managed resourcing, ran design critiques, set team goals, and managed vendors
- Mentored designers and guided their career development including multiple promotions into senior IC and management roles

Airware

Director of Product Design
Feb 2015 - Oct 2018

- Joined as the first UX hire, established the function, and hired the team
- Helped the company find market fit by designing the initial version of the cloud application and working with a variety of teams to iterate and expand on it
- Led the design of Airware's mobile operator app by pitching the idea to stakeholders, getting their buy-in, and overseeing the design process from concept through launch
- After acquiring a Paris-based drone company, collaborated with their PM and Engineering teams to integrate their analytic capabilities into our platform

Box

Senior Product Designer
Nov 2012 - Feb 2015

- Worked with Design and Engineering leadership to expand and modernize Box's web application, which at the time, had over 25 million active users
- Lead the UX effort during the overhaul of their desktop sync application
- Worked with the Growth team to rearchitect the freemium upgrade flows resulting in an increase in free-to-paid conversion rate from .5% to over 4%

- Ran bi-weekly product review meetings with the CEO and leaders from the PM, Design and Engineering departments

Unbound Medicine

Lead UI/UX Designer
Jun 2010 - Nov 2012

- Responsible for UX and visual design for a platform that powered 30 mobile and web applications for 2 over million users
- Led the design of a product called Medline, a search application targeted towards medical researchers and librarians
- Created a design system that enabled us to port all of our applications onto the Windows Phone 7 platform. One of these apps was chosen as a winner of Microsoft's Federal Apps Contest in 2011.
- Established a cohesive system of color and iconography for all of Unbound's products

PATENTS

Automated removal and replacement of vehicle wheels and tires
Issued Oct 24, 2019 | us WO2019204552A1

Umanned Aerial Vehicle Rooftop Inspection System (4)
Issued Mar 28, 2017 - Sep 25 2018 | us 9613538 , 9609288, 9,915,946, 10,083,616

Functionalities, features, and user interface of a synchronization client to a cloud-based environment
Issued Jul 17, 2014 | us 20140201138 A1

EDUCATION

BFA, Graphic Design
Arcadia University, Class of 2010