

Mark Bauer

Digital Product Designer

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Airware

Director of Product Design

February 2015 - Present

- Joined as the first Product Designer 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
- Hired and managed external design resources
- Led the design of Airware's mobile operator application by pitching the idea to internal stakeholders and getting their buy-in, and overseeing the design process from concept through launch
- After acquiring a Paris-based drone company, worked closely with their PM and Engineering teams to build new features and integrate their analytic capabilities into our cloud application

Box

Senior Product Designer

November 2012 - February 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 the free-to-paid conversion rate from .5% to over 4%
- Mentored interns and junior designers
- Ran bi-weekly product review meetings with the CEO and leaders from the PM, Design and Engineering departments

Unbound Medicine

Lead UI/UX Designer

June 2010 - November 2012

- Responsible for the UI, UX and visual design for a platform that powered 30 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

Unmanned Aerial Vehicle Rooftop Inspection System

Issued Apr 4, 2017 | us 9613538

Unmanned Aerial Vehicle Rooftop Inspection System

Issued Mar 28, 2017 | us 9609288

Functionalities, features, and user interface of a synchronization client to a cloud-based environment

Issued Jul 17, 2014 | us 20140201138 A1

2 others currently pending

Education

BFA, Graphic Design

Arcadia University, Class of 2010