

Martin Mark

Product Design & Direction

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— CURRENTLY

Head of Product Design @Hasura

— FORMERLY

Forma AI

○ Director, Product 2019 – 2020

- Led the product team for our compensation processing platform.
- Re-aligned the company's product roadmap through client interviews and user testing.
- Introduced and led adoption for kanban-style project management to align with the product roadmap.
- Led efforts for design-based prototyping to validate our upcoming offerings.
- Strived for streamlining processes and creating re-usable technical systems (data integration, task queue, design system).
- Worked on packaging the product for the team's fundraiser which led to a \$5M Series A.

Rubikloud

○ UX Director 2017 – 2019

○ Senior UX Designer 2015 – 2017

- Led the UX design team for a retail data science startup.
- Conducted user testing and experimentation with stakeholders to validate designs.
- Led the buildout of a code-driven style guide and prototyping systems used within the design team.
- Hired and grew the design team while balancing product, engineering, and budget demands.

Freelance

○ Product Designer 2013 – 2014

- Led the design and development of a B2C e-commerce website in the healthcare space which generated more than \$5M ARR.
- Designed new product features for a number of startups such as BreakingData, PlatelQ, and SearchYourCloud.
- Drove agency contracts for StackAdapt and PaintNite's marketing sites.
- Completed sales and investment presentation preparation contracts for iHeartRadio and Keek.

ReachStreet

○ UX Team Lead 2011 – 2013

○ UX Designer 2010 – 2011

- Led the design team in the production of the company's location-based trivia application.

— SKILLS

Management

Project Management

KPIs & Planning

Design Ops

Career Coaching

Hiring

Performance Management

Design

Figma

Axure

Sketch

Photoshop

User Interviews

Analytics

Code

HTML / CSS

JS

Tailwind

AlpineJS

Svelte

Python

Git

Wordpress

— EXTRACURRICULARS

Method and system for generation of adjustable automated forecasts for a promotion

Rubikloud, Patent Co-Author

2018

Advanced Data Visualization (DS008)

Toronto Metropolitan University 2017/18

Guest speaker: data visualization in the enterprise

— OTHER WORK

- 2 years of implementation plan, workflow documentation, and QA for ThreePointTurn and TRO Maintenance Management
- 1.5 years of onsite contract cabling, networking, workstation, and MS Server support for PC Mechanix