

Martin Mark

Product Design & Direction

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— SINCE 2020

Head of Product Design at Hasura

— FORMERLY

Forma AI

○ Director, Product 2019 - 2020

- Led the product team for our compensation optimization and processing platform.
- Re-aligned the company's product roadmap through client interviews and user testing.
- Led efforts for design-based prototyping to validate our upcoming offerings.
- Worked on streamlining processes and creating re-usable technical systems (data integration, task queue, design system).
- Worked on packaging the product for the team's fundraise 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.
- Hired and grew the design team while balancing product, engineering, and budget demands.
- Led the buildout of a code-driven style guide and prototyping systems used within the design team.
- Conducted user testing and experimentation with stakeholders to validate designs.

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