

# MARK LANDER



## CONTACT *he/him/his*

Hell's Kitchen, New York

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- ▶ Portfolio [↗](#)

*I'm a multidisciplinary design thinker and strategist with a human-centered approach—I bring curiosity, clarity, and narrative thinking to every layer of design. Known for bridging creative intuition with technical insight, I uncover patterns, translate complexity, and shape emotionally resonant experiences.*

## SKILLS

### DESIGN & STRATEGY

Design Thinking · Conceptual Ideation ·  
Visual Storytelling · Project Research ·  
Brand Development

### UX & PRODUCT

Technical Writing · Documentation Systems ·  
Failure Analysis · Process Improvement ·  
Bug Tracking

### ENABLEMENT & ADVOCACY

Empathy · Composure · Problem Solving ·  
Customer Advocacy · Training & Mentorship

## TECHNOLOGIES

### TOOLS

Adobe Creative Suite · Photoshop · Figma ·  
Final Cut Pro · Motion · Midjourney AI ·  
HTML/CSS/JS · Markdown

### CERTIFICATIONS

Apple Certified Macintosh Technician  
Apple Certified Mobile Technician

## DREXEL UNIVERSITY

### COLLEGE OF MEDIA ARTS & DESIGN

B.S. Film & Video Production

### COLLEGE OF ENGINEERING

B.S. Engineering Science

## INTERESTS

Curiosity-led exploration · Content creation ·  
Design & Architecture · Geomorphic dynamics ·  
Psychology · Neurology · House Music ·  
Depeche Mode

## Visual Designer & Experience Strategist

DEXTER DESIGN New York | 2005–Present

Founder / Visual Design | full-service–2014 / freelance onward | [Portfolio](#) [↗](#)

Founded a design consultancy specializing in brand development, visual storytelling, and experience strategy for LGBTQ+ organizations, events, and small businesses. My work spans digital and print design, campaign messaging, photography, and motion content—with an emphasis on emotionally resonant, thematic narratives. Applied user-centered principles to visual identity systems, advertising strategy, and brand voice creation.

Notable client work includes:

- **Pines Party (NY) & Cherry Fund (DC):** Created visual identities and thematic advertising for benefit events, incorporating original photography and generative visuals for web, print, and social campaigns.
- **MetroLaser (Philadelphia):** Refreshed brand identity, wrote new web and promotional copy, and launched a clean, modern website for a laser hair removal practice.
- **G Lounge (NY):** Revitalized brand through updated visuals and playful voice; developed ad campaigns with original photography. Introducing themed events and co-produced a weekly night that tripled sales.

## UX-focused Quality Analyst

BUTTERFLY NETWORK New York | 2018–2024

Post Market Quality Analyst / Technical Support Associate

Worked at the intersection of user experience, product feedback, and system-level quality to surface usability issues and ensure product design aligned with labeling, safety, and real-world needs. Acted as a user advocate, elevating insights from support cases and customer sentiment to product and engineering teams—guiding improvements across hardware, mobile app, and cloud platforms.

- Led team training and mentorship efforts, translating complex ultrasound and system concepts into accessible language using clear metaphors.
- Applied design thinking to improve internal tooling, documentation systems, and workflows—reducing overhead and enabling more scalable support. Earlier in my tenure, I helped establish foundation resources, including troubleshooting flows, customer-facing guides, and internal wikis.
- Monitored customer communications for potential adverse events and reportable complaints; authored investigation reports to support root-cause analysis and CAPA processes.
- Analyzed support case patterns to identify latent defects, evaluate troubleshooting effectiveness, and escalate emerging issues for rapid resolution and risk mitigation.

## Technical Advisor / Apple Genius

APPLE New York | 2014–2018

Delivered high-quality solutions to customers facing technical challenges and emotional distress through active listening and patient communication. I utilized product knowledge and diagnostic tools to identify issues, provide education, and deliver sustainable solutions. My approach addressed dissatisfaction by building trust and maximizing the impact of the in-person experience.

- Mentored team members and led in-store trainings to elevate service quality and knowledge sharing.
- Identified a recurring misinterpretation in an internal diagnostic tool; escalated the issue, resulting in interface improvements adopted across Apple Retail.