MARK LANDER

CONTACT

Hell's Kitchen, New York

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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, bridging creative intuition with technical insight to uncover patterns, translate complexity, and shape emotionally resonant experiences.

SKILLS

DESING & 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

UX-focused Quality Analyst

BUTTERFLY NETWORK New York I 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.

- Analyzed support case patterns to identify latent defects, evaluate troubleshooting effectiveness, and escalate emerging issues for rapid resolution and risk mitigation.
- 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.
- Led team training and mentorship efforts, translating complex ultrasound and system concepts into accessible language using clear metaphors.

Visual Design & Experience Strategist

DEXTER DESIGN New York I 2005–Present
Founder I freelance-services

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:

- **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.

Customer Support & Enablement

APPLE New York I 2014–2018
Technical Advisor / Apple Genius

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.

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