

# Mark Couvillion

## Senior UX Designer

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**Portfolio**  
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Seasoned UX Design Leader with over 15 years of experience crafting human-centered, end-to-end experiences for web and enterprise software. Proven track record of driving significant revenue increases through optimized user experiences and conversion rate improvements. Skilled in managing cross-functional teams, conducting comprehensive user research, and developing data-driven UX strategies. Passionate about creating accessible, intuitive designs that solve real user problems and deliver measurable business results.

### Core Competencies

Human-centered UX Design  
Design Systems  
User Flows & Journey Mapping  
Conversion Rate Optimization  
Information Architecture  
Wireframes

Functional Prototyping  
Leading Workshops  
Go-to-market Content Strategy  
UX Research Planning & Testing  
Site & Data Analysis

Voice of Customer Discovery  
A/B/n Testing  
Competitive Assessments  
Accessibility Standards  
Design Team Management  
Cross-functional Team Leader  
Project Lead

### Software

Figma | Sketch | Principle | Axure | UserTesting | InVision | Photoshop | Illustrator | Miro | Mural | Wevo | Optimal Workshop | Optimizely

## Relevant Experience

### Accenture Song

#### UX Design Manager

November 2017 - December 2023

Led design thinking workshops and managed a team of 5 UX designers, leveraging A/B testing and user feedback to optimize designs, increasing engagement and conversion rates.

- Generated a **\$368k lift in annual revenue** for Brooks Brothers by optimizing and streamlining the checkout experience.
- Enabled a **\$7M increase in annual revenue** for Capella University's growth by guiding prospective students to find the best educational path.
- Managed and mentored a team of 5 UX designers, providing career guidance and fostering professional growth.
- Delivered comprehensive design artifacts, including models, wireframes, and prototypes, ensuring high-quality user experiences.
- Built and maintained UI pattern libraries and design systems for client accounts and internal resources ensuring brand consistency and scalability.
- Conducted user research and translated insights into actionable design recommendations, enhancing user satisfaction and product usability.
- Trained internal and client teams on Design Thinking and Human-centered methodologies, improving design quality and team collaboration.

## **Clearhead**

### **Senior UX Design and Research Lead**

November 2015 - November 2017

Optimized user experiences through multivariate experimentation and analysis of qualitative and quantitative data to validate efficacy of solutions.

- Achieved a **10% lift in mobile revenue per visitor (3.5% lift overall)** for Paula's Choice by redesigning the end-to-end digital customer journey
- Secured a **5% increase in add-to-carts** and a **47% increase in order conversions** for Vitamix by designing and launching the "Blender Recommender".
- Recruited, mentored, and led 7 junior designers, enhancing their skills and project outcomes.

## **Expero, Inc.**

### **Senior UX Designer**

February - October 2015

UX design for clients visualizing vast data sets and creating multi-touch design interfaces with complex workflows in the energy and agriculture industries.

- Designed native mobile application for the GPS automation of farm equipment and crop management

## **Springbox**

### **Associate UX Director**

May 2014 - January 2015

### **UX Design Lead**

September 2013 - May 2014

- Promoted twice within a short tenure to manage and direct 2 UX designers, improving team productivity and project quality.
- Led UX design initiatives, driving successful project outcomes and client satisfaction.

## **Design For Use, LLC**

### **Senior Interaction Designer (Contractor)**

May - September 2013

- Led an international team of 4 researchers, designers, and data analysts on key projects, delivering impactful user-centered solutions.

## **MyEdu**

### **Senior UX/UI Designer**

October 2011 - November 2012

- End-to-end delivery of MyEdu for Employers, including all aspects of research, design, prototyping, testing, data analysis, and implementation, improving user satisfaction and product adoption for pilot customers.

## **Education**

The University of Texas at Austin, Austin, TX - Bachelor of Arts in Archaeological Studies

Reading College of Art & Design, Reading, U.K. - Film Photography

Austin Community College, Austin, TX - Illustration Design

## **Certifications**

AI for Designers, IxDF - 2024

Optimization Strategy, Optimizely - 2023

Business Leadership, UT McCombs School of Business, Austin, TX - 2019

Human-centered Design & Accessibility, NN/g - 2015