

Mark Marrara, Ph.D.

Dynamic Senior Design Director with over 20 years of experience leading design initiatives across multiple industries, with 12 years of experience specifically focused on designing AI-powered tools. Proficient in developing outstanding design teams and implementing strategic projects, driving a \$1.2 billion portfolio with a 30% YoY growth in my current role.

Procore Technologies, April 2021 - Present

Senior Design Director, Project Management, Quality, and Safety

- Directed design strategy and outcomes for the Project Management Portfolio, generating over \$1.2 billion in revenue with a 30% year-over-year growth.
- Expanded the design organization from 8 designers in the U.S. to a global team of 26 designers across 3 countries within 14 months, achieving a designer retention rate of 95% with the teams demonstrating the highest engagement metrics at Procore.
- Cultivated change, innovation, and growth by steering design efforts, relocating 70% of the product portfolio upmarket to target the Global Top 50 Construction Enterprise Market.
- Championed enterprise-wide quality initiatives that led to a 10% average increase in monthly usability scores.

IBM, July 2018 - April 2021

Design Director, Business Automation

- Established and guided global design teams to deliver automation experiences powered by IBM Watson.
- Facilitated numerous client-facing innovation workshops to analyze job requirements and collaboratively ideate AI solutions for automation challenges across various industries.

IBM, 2016 - 2018

Design Director, IBM Watson

- Built and led global design teams to deliver innovative AI experiences that enhanced IBM Watson's cognitive capabilities, contributing to over \$300 million in growth during my tenure.
- Collaborated with numerous clients to assess complex use cases in diverse industries and swiftly launched AI-driven products to disrupt markets and exceed user expectations, including improvements in drug discovery, cancer treatment recommendations, and national security enhancements.

IBM, 2013 - 2016

Design Principal & Senior Design Manager, Watson

Fidelity Information Systems (FIS), 2008 - 2013

Design Manager, Product Design & Usability Team

Metavante, 2003 - 2008

Design Manager, Product Design & Usability Team

M&I Data Services, 1999 - 2003

Senior Interaction Designer, Product Design & Usability Team

Contact Information

Round Rock, Texas 78681
mmarrara@gmail.com
414-510-2925
markmarrara.com
www.linkedin.com/in/mark-marrara-8450691

Education

Bachelors of Fine Arts
University of Kansas
Industrial Design

Masters of Science
Pennsylvania State University
Cognitive Psychology

Doctorate of Philosophy
Pennsylvania State University
Cognitive Psychology

Specialties

Leadership & Management
Organization & Team Building
User Experience Design
Analytics & Instrumentation
Design Strategy & Planning
Artificial Intelligence
User Research
Ethnography
Enterprise & Consumer Product Design
Design Thinking
Lean Product Thinking Methods
Data Visualization
Task & Job Analysis
Agile Design & Development