

Mark Marrara, Ph.D.

2921 Plantation Drive
Round Rock, Texas 78681
mmarrara@gmail.com
414-510-2925
markmarrara.com

Strategic design leader accountable for driving and elevating design quality and innovation across multiple programs, orgs, and geographies. Looking to scale Design into new frontiers.

Experience

IBM, July 2018 - Present

Design Principal & Director, Business Automation

University of Texas at Austin, 2018 - Present

Lecturer, School of Design & Creative Technology

IBM, 2017 - 2018

Design Principal & Director, Watson

IBM, 2013 - 2017

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

Education

Doctorate of Philosophy

Pennsylvania State University, 1999
Cognitive Psychology with a minor in Geography

Masters of Science

Pennsylvania State University, 1996
Cognitive Psychology

Bachelors of Fine Arts

University of Kansas, 1994
Industrial Design

Specialties

Design Management, Organization & Team Building, Creative Direction, User Experience Design, Product & Idea Incubation, Artificial Intelligence, Design Strategy, User & Product Research, Ethnography, Enterprise & Consumer Product Design, Design Thinking, Lean Methods