

Contact

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(LinkedIn)

Top Skills

Enterprise User Experience Design

Enterprise Software

Figma (Software)

Languages

English

Marquis Ford

Enterprise UX Designer | Simplifying Complex Systems, Improving Usability & Driving Business Impact

Frisco, Texas, United States

Summary

I'm an Enterprise UX Designer who specializes in making complex systems simple. With 13+ years of experience across B2B and B2C industries—including streaming TV, energy delivery, property management, and government—I design intuitive workflows that improve usability, reduce friction, and drive measurable business results.

I thrive in large-scale environments where design systems, technical constraints, and user research intersect. My work focuses on simplifying account management, improving service flows, and building scalable design solutions that empower both end-users and enterprise teams.

Collaboration is at the core of my approach. I partner with product managers, developers, researchers, and business leaders to create user experiences that not only work but also deliver clear business impact—whether that's lowering support calls, boosting adoption, or building trust in digital platforms.

Experience

DIRECTV

Lead User Experience Designer

April 2023 - Present (2 years 5 months)

El Segundo, California, United States

In my current role as Lead UX Designer at DIRECTV's account management experience, I've led the transformation of key self-service experiences used by millions of customers.

I'm currently leading design efforts for DIRECTV's new Genre Pack product line within the account management experience, which gives customers more flexibility in how they select and manage streaming content.

I helped redesign the mobile billing experience to reduce service calls and led the integration of a smoother, more secure Trustly payment option.

I also contribute to their core UX design system, helping shape components, guide adoption, and mentor fellow designers.

My work has earned multiple company awards and recognition, and I take pride in solving complex UX challenges while improving collaboration across product, engineering, and design teams.

OMNI

Senior User Experience Designer

February 2023 - Present (2 years 7 months)

Gainesville, Virginia, United States

I lead UX for Centers for Medicare & Medicaid Services (CMS.gov) central repository for the Identity Management platform, designing scalable intake and inventory systems that streamline Application Team onboarding, enhance security, and support enterprise modernization.

This includes designing workflows, user interfaces, and other experiences for government and contract employees that use the platform. I also performed various desk and generative UX research for projects that support the platform, including audits of internal and public facing websites, generative interviews, and designed/updated experiences.

Booster

Principal User Experience Designer

May 2021 - October 2024 (3 years 6 months)

San Mateo, California, United States

I lead the redesign of the full user experience for routing and energy delivery services. I guide both the big picture and day-to-day work for UX design, design systems, and research. I also mentor designers on how to use design systems, deliver assets, and work with cross-functional teams through regular check-ins.

CompNova

3 years 1 month

Sr User Experience Designer (DIRECTV)

August 2021 - February 2023 (1 year 7 months)

Dallas, Texas, United States

- Lead design team to 'lift and shift' DIRECTV residential experience to MDU (multi-dwelling unit) for streaming customers
- Guided design team to implement design solution for DIRECTV's business customer account management experience
- Lead role in working with third party vendors to establish design library standards for DIRECTV upper funnel and account management experiences

Senior UX Designer (AT&T Corporate)

February 2020 - July 2021 (1 year 6 months)

Dallas, Texas, United States

- Designed and managed standard components for AT&T's upper-funnel consumer facing pages
- Created/maintained account management experience for residential customers

RealPage, Inc.

6 years 4 months

Lead Senior UX Designer

June 2018 - May 2021 (3 years)

Richardson, Texas, United States

Senior UX Designer

February 2015 - June 2018 (3 years 5 months)

Richardson, TX

AustinCSI

Senior UX/UI Designer (AT&T Corporate)

May 2017 - May 2018 (1 year 1 month)

Dallas/Fort Worth Area

AT&T

Senior UX UI Designer (Mobility Solutions Services)

August 2013 - December 2016 (3 years 5 months)

Greater Atlanta Area

Education

The Art Institutes of Atlanta, GA

Multimedia and Web Design, Web Page, Digital/Multimedia and Information Resources Design · (June 2001 - June 2003)

The Art Institutes

Associates, Multimedia Web Design · (2001 - 2003)

Georgia Piedmont Technical College (formerly DeKalb Technical College)

Diploma, Visual Communication · (1997 - 1998)