

MARK HUGHES

DIRECTOR OF PRODUCT DESIGN

EXPERIENCE

FOUNDER & HEAD OF DESIGN, Mark Hughes Creative

<http://markhug.net>

01/2005 - Present

Manage a team of 8 UX Designers while leading design for a select portfolio of clients. Introduced a modular "Discovery Phase" as an essential starting point for every project. Refined and documented our team's end-to-end design process from initial research and user journeys to high fidelity and interaction design. Clients include: Microsoft, JP Morgan Chase, Venmo (PayPal), Lufthansa Group AG, Samsung, Apple, Warner Bros. Records, LVMH, DC Comics.

EXECUTIVE DIRECTOR, SERVICING UX, JP Morgan Chase & Co.

10/2017- 04/2019 (MHC Creative 05/2019 - Present)

Drove design of a new servicing product family for Chase. Led hero product UX from concepting through to execution for shipping. Developed complete system around a connected single-purpose device, with custom UI and novel physical interaction model. Created supporting iOS watch app, web front-end, cloud services, and a custom map layer for Travel Notifications. Managed 10 designers, and worked daily with Directors of Product and Engineering to implement design vision.

MANAGER, UX DESIGN, Sony PlayStation Vue

03/2015 – 04/2017 FTE, 05/2017 – 10/17 (Vendor MHC)

Managed the PlayStation Vue, Video and Music design teams and was Creative Director for the user experience, visual and motion design pieces of the Vue product. Built a very productive team across three remote locations. Accountable for the UX design quality on PlayStation Vue across all platforms (PlayStation Console, Fire TV, Chromecast, Apple iOS, Apple TV & Android mobile) and across PlayStation's entertainment areas (Vue, Video & Music)..

SR. UX DESIGNER, PlayStation Digital Media Division

10/2014 – 03/2015

Managed and defined the user model and user interface for new and existing SNEI products and services. Developed high level prototypes and detailed storyboards, wireframes, mockups, and prototypes to effectively communicate interaction and design ideas. Negotiated design-related requirements and lead the design team throughout the feedback and iteration cycle.

SR. UX/UI SPECIALIST, Fox Networks Group

08/2013 – 10/2014

Lead User Experience designer for a suite of business applications that addressed the Los Angeles and New York sales teams for the primary portfolio of Fox Network (FNGP TV) properties (FOX, FX, FXM, National Geographic Channel, Fox Sports 1, and others) as well as digital and video on demand (VOD) solutions for partners such as Hulu.com. .

LEAD PRODUCT DESIGNER, Microsoft Corporation

Windows Client, Windows Media & Windows Server Orgs

08/2005 - 07/2013

Pioneered simpler UI, known as "METRO," adopted by Zune, Windows Phone 7, Windows 7,8 & 10, Windows Server and Microsoft corporate. Early adopters and driver of "tile" UI for touch experience in redesigned Internet Radio Tuner for touch experience that is a key feature for Windows & Windows Mobile platforms.

VOICE

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EXPERTISE

Design Team Building

UX Design

UI & Interaction Design

Healthcare & Patient Care Design

Information Architecture

Design Strategy

Product Management

Design Leadership

Design Production

Usability & User Testing

Competitive Analysis

EDUCATION

Bachelor of Arts Candidate

Middlebury College

ORGANIZATIONS

Design Management Institute

Bay Area Black Designers

AIGA

IDSA

Type Directors' Club

TEACHING & SPEAKING

Highlights include:

University of Washington,

Guest Lecturer Design Program

PATENTS & AWARDS

8 Patents awarded

Sony PlayStation

Microsoft USA