MARK GARRIGAN

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TECHNOLOGY STRATEGY | DIGITAL TRANSFORMATION | UX & EXPERIENCE STRATEGY

PROFESSIONAL SUMMARY

UX leader and technology strategist with 20+ years of experience connecting user needs, business goals, and technology solutions. Background spans higher education, digital assessment, enterprise systems, and emerging technology. Led human-centered design, usability research, technology evaluation, and modernization initiatives while partnering across academic, business, and technical teams. Combines hands-on UX expertise with strategic leadership to build understanding and adoption, align stakeholders, simplify complexity, and deliver better outcomes for students, customers, and the people who rely on and trust the solutions we build.

AREAS OF EXPERTISE

Technology & Enterprise Strategy
Enterprise Technology Strategy • Digital Transformation • Technology Roadmaps • Platform Evaluation • Systems Analysis • Business Requirements

AI & Governance
AI Use-Case Evaluation • Simulation Evaluation • Emerging Technology • Risk Assessment • Decision Documentation

Product & Experience
UX Strategy • Human-Centered Design • UX Research • Journey Mapping • Product Discovery • Product Management • Interaction Design • Prototyping • Usability Testing • Heuristic Evaluation • Card Sorting • Accessibility (WCAG) • UX/UI

Leadership & Vendor Strategy
Cross-Functional Leadership • Stakeholder Research • Workshop Facilitation • Vendor Evaluation • RFI/RFP • Executive Communication • Change Management • Continuous Improvement • Team Mentoring

PROFESSIONAL EXPERIENCE

Senior Program Experience Strategist
WESTERN GOVERNORS UNIVERSITY, *Austin, TX* July 2020 - August 2026

Guided technology evaluation, modernization planning, and experience strategy for student and enterprise platforms supporting a nonprofit university serving approximately 195,000 students across four colleges.

- Led coding-lab evaluation and narrowed a proposed approach from 45 coding-lab tools and providers to one solution, with potential to support programs across the College of IT's 50,000 students within custom lab environments.
- Partnered with academic, product, technical, research, and operational leaders to gather requirements, evaluate technology options, and advocate for learner-centered experiences that balanced governance, risk and long-term sustainability.
- Developed an ePortfolio strategy and served as product manager for an initial nursing rollout of 6,500 students across three programs, with projected 30% growth in year two. Assessed requirements for future adoption across additional colleges and alumni while managing vendor engagement and change management.
- Established criteria for evaluating simulation tools and AI proposals, distinguishing student-facing AI uses from internal productivity solutions while balancing operational risk, cost, and student experience considerations.
- Designed credentialing strategies connecting academic programs with external certification providers, including API-based models supporting long-term platform modernization and enterprise partnerships.
- Contributed to assessment modernization and technology strategy by evaluating platform capabilities, policy constraints, operational needs and student experience impacts.

- Influenced technology adoption through collaboration with accessibility, research, academic, and technology teams, helping ensure solutions aligned with user needs and institutional goals.
- Mentored more than six employees across multiple teams, helping colleagues navigate complex initiatives, clarify responsibilities, and strengthen cross-functional relationships.
- Created and facilitated weekly office hours bringing together Program Design, Instructional Design, Academics, Operations, and IT stakeholders to align technology decisions and improve communication across programs.

Senior UX / Interaction Designer
PEARSON EDUCATION, *Austin, TX* March 2014 - May 2020

Guided human-centered design, usability research, and interaction design efforts for clinical, educational, psychological, and statewide assessment platforms supporting educators, practitioners, and learners nationwide.

- Led UX strategy and experience design initiatives for clinical, educational, psychological, and statewide assessment platforms, aligning product goals with user needs.
- Designed the front-end experience integrating Pearson's Intelligent Essay Assessor into assessment platforms using machine learning and natural language processing to support nationally normed educational assessments. The solution reduced practitioner scoring time by 85% while improving consistency and scalability.
- Partnered with product, research, and engineering teams from discovery through implementation, conducting user interviews, usability testing, heuristic evaluations, card sorting exercises, and prototype validation to inform product decisions.
- Developed wireframes, interaction designs, and mobile prototypes while facilitating research activities and translating findings into actionable product improvements.
- Designed reports and decision-support tools for state, district, school, classroom, and learner audiences, tailoring information to the decisions each audience needed to make.
- Adapted paper-based clinical and educational assessments for digital delivery, redesigning workflows, administration processes, and reporting experiences.
- Created reusable interaction patterns, design standards, and UX guidance supporting consistency across assessment products and cross-functional teams.
- Mentored emerging designers and collaborated closely with researchers, accessibility specialists, developers, and product leaders throughout the design lifecycle.

Lead Designer | Senior Systems Analyst
UNIVERSITY OF PHOENIX / APOLLO GROUP, *Tempe, AZ* September 2004 - October 2013

Applied user-centered design, systems analysis, and enterprise problem-solving across student, faculty, administrative, and identity-management platforms serving more than 50,000 users.

- Led UX and systems analysis efforts for student, faculty, administrative, security, and identity-management platforms serving more than 50,000 users.
- Collaborated with business leaders and technical teams to define requirements, evaluate solutions, and support enterprise systems decision-making.
- Applied user-centered design practices including workflow analysis, prototyping, usability testing, and iterative validation to simplify complex experiences for students and staff.
- Designed reporting, audit, and compliance solutions that helped operational teams evaluate performance and meet governance requirements.
- Contributed to Agile delivery practices while promoting UX standards and user-centered decision-making across business, product, and development teams.
- Supported modernization initiatives by bridging business objectives, user needs, and technical implementation considerations.

EDUCATION & CERTIFICATIONS

Master of Fine Arts, English / Creative Writing, Arizona State University, *Tempe, AZ*
Bachelor of Arts, English / Creative Writing, University of Wisconsin-Madison, *Madison, WI*
AI for Leaders Certificate, Babson College