

MARK GARRIGAN

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ENTERPRISE STRATEGY | DIGITAL TRANSFORMATION | EXPERIENCE LEADERSHIP

PROFESSIONAL SUMMARY

Enterprise technology and transformation strategist with 15+ years of experience spanning higher education, technology, UX, and digital platforms. Lead complex initiatives involving enterprise strategy, modernization, AI and emerging technology, assessment, accessibility, vendor ecosystems, and digital experience. Trusted by executive, academic, product, technology, and operational leaders to turn ambiguous problems into clear strategies, decisions, and scalable solutions. Brings a distinctive combination of systems thinking, human-centered design, technology fluency, and strong communication.

AREAS OF EXPERTISE

Enterprise Strategy & Transformation

Enterprise Technology Strategy • Digital Transformation • Strategic Planning • Technology Roadmaps • Platform Strategy • Enterprise Modernization • Organizational Change • Experience Strategy

Technology, AI & Innovation

AI Strategy & Adoption • Emerging Technology Evaluation • Technology Governance • Enterprise Platforms • Interoperability • Ecosystem Integration • Technology Assessment • Learning Technology

Product, UX & Accessibility

Enterprise UX • Human-Centered Design • Service Design • Accessibility • Inclusive Design • Product Discovery • Experience Architecture • Workflow Analysis • Customer & Learner Experience

Governance & Leadership

Vendor Evaluation & Selection • Strategic Procurement • Risk Assessment • Decision Frameworks • Executive Advising • Cross-Functional Leadership • Stakeholder Alignment • Change Leadership • Executive Communication

PROFESSIONAL EXPERIENCE

Senior Technology Strategist | Senior Experience Strategist

WESTERN GOVERNORS UNIVERSITY, Austin, TX

July 2020 - August 2026

Provide strategic leadership for enterprise technology, assessment, and digital experience initiatives at a nonprofit university serving approximately **195,000 students across four colleges**.

- Lead enterprise technology and digital transformation initiatives, translating learner, faculty, accessibility, governance, and operational needs into scalable strategies and future-state roadmaps.
- Partner with executive, academic, product, technology, and operational leaders to turn ambiguous opportunities and competing priorities into actionable strategies, investment decisions, and implementation plans.

- Lead cross-functional initiatives spanning UX, technology, accessibility, procurement, compliance, operations, and external partners.
- Shape assessment modernization strategy through technology, platform, policy, and governance decisions that influence future-state assessment experiences.
- Lead evaluation and governance of AI and emerging technologies, balancing innovation with security, accessibility, operational risk, and institutional value.
- Evaluated **45 technology providers** for a coding-lab ecosystem supporting approximately **50,000 College of IT students**, informing enterprise technology and vendor decisions.
- Developed enterprise credentialing strategies connecting academic programs with external certification ecosystems and API-driven credentialing models.
- Established decision frameworks and governance practices that improved technology evaluation, procurement, stakeholder alignment, and implementation planning.

Senior UX / Interaction Designer
PEARSON EDUCATION, Austin, TX

March 2014 - May 2020

- Led UX strategy and interaction design for digital assessment platforms spanning clinical, psychological, educational, and state assessment programs.
- Partnered with product, engineering, business, and assessment leaders across discovery, requirements definition, prototyping, usability testing, and implementation.
- Designed reporting experiences serving state, district, school, classroom, and learner audiences, making complex assessment data more accessible and usable.
- Helped modernize legacy assessment products by transitioning paper-based clinical and educational instruments into scalable digital experiences.
- Contributed to portfolio-wide UX strategy through reusable interaction models, design standards, governance practices, and workflow improvements.

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

Sept

- Bridged executive, business, and technical stakeholders to define requirements and deliver enterprise technology solutions supporting large-scale higher education operations.
- Led UX and systems analysis initiatives for student, faculty, administrative, security, and identity-management platforms serving more than **50,000 users**.
- Designed reporting, audit, and compliance solutions supporting operational decision-making and governance.
- Applied user-centered design, workflow analysis, prototyping, and usability testing to simplify complex enterprise processes and digital experiences.
- Contributed to Agile delivery, UX governance, and process improvement across product, business, and development teams.

EDUCATION/CERTIFICATION

Master of Fine Arts (MFA), English / Creative Writing, Arizona State University, *Tempe, AZ*

Bachelor of Arts (BA), English / Creative Writing, University of Wisconsin–Madison, *Madison, WI*

AI for Leaders Certificate BabsonCollege