

Mark Conde

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My Approach:

I believe good design is usable, simple and attractive. In order to create good design it requires a fine balance of user empathy, usability, aesthetics, keen business acumen, and a deep understanding of your users.

Skills and Abilities:

User Experience	User Research	Mobile & Responsive Design
Interaction Design	Eye Tracking	Adobe Creative Suite, Omnigraffle, Axure, Visio, etc
Wire framing & Prototyping	Usability Testing	Various Design and Software Methodologies
Information Architecture	Design / UX Strategy	

Education:

Masters Degree in **Human Computer Interaction**, October 2013, Uppsala University, Uppsala, Sweden

Bachelor of Science Degree in **Computer Information Systems**, Fall 2010, California State University Stanislaus, Turlock, CA Overall GPA 3.5 out of 4.0

Publications:

[Designing the User Experience for Different User Needs for B2B E-Commerce](#)

Featured Experience and Projects:

With eight years of UX experience I have been a part of a lot of projects, below are some of the companies and/or projects that I have had the opportunity to work with.

Senior UX Designer – Cabela’s (May 2014 - Present)

- Develop scenarios, task flows, wireframes, and mockups to effectively conceptualize and communicate detailed interaction behaviors and high-level design strategies for all devices.
- Coordinate end-user research efforts, build prototypes, and conduct testing with customers to validate designs through customer feedback.
- Present recommendations to business stakeholders and technical teams to influence decisions that create the best user experience.
- Develop and maintain detailed user-interface specifications and documentation.
- Manage the creation, governance, and maintenance of user experience design standards, personas, scenarios and user testing protocols.

- Provide input as a cross-functional team member to define the overall user experience strategy/road map and user-centered design processes.
- Monitor user experience changes across competitors and other leaders in digital commerce to ensure we maintain an innovative user experience which keeps pace with customer expectations.
- Support production teams by providing mentoring and feedback for execution of day-to-day activities.

Treasurer – Front Range User Experience Professional Association (Jun –Present)

- As a member of the Denver/ Boulder Front Range UXPA I sit on the board of directors as a Treasurer where I am in charge of the financial aspect of the local chapter.

Senior UX Designer – Ciber consulting for Cabela’s (Feb – May 2014)

- As a member of the Cabela’s UX team I was tasked with developing scenarios, wireframes, mockups, user research and test plans to effectively test and validate our designs with our customers.

Guest Lecturer with California State University Stanislaus 2013 (1 month)

- I was asked to give a series of lectures on the topic of Human Computer Interaction, User Experience and Interaction Design.

UX Designer/ Researcher – Seco Tools (Mar 2013 – Dec 2013)

- Created research and design plan to redesign the current online store in a way to better fit the needs of the different user groups and to increase the User Experience for those using Seco’s website.

Usability test and evaluation with GE Healthcare (Jan 2013 – Feb 2013)

- Worked with GE Healthcare and PHD Students at Uppsala University to come up with solutions to improve the usability of the Biacore product line, which is used in pharmaceutical research. This project involved user interviews, a usability test, and documentation with suggestions on how to improve the current system.

Caution and Warning System For Fighter Jets with SAAB (Sep 2012 – Dec 2012)

- Worked with SAAB to come up with a better way to implement a new caution and warning system for a cockpit in a fighter jet. This project involved a lot of user research with Pilots and Human Factors Engineers and then coming with a solution on how to solve the problem with the current system through detailed wireframes and presentation.

User Centered Design Process for Accenture (May 2012- June 2012)

- Worked with Accenture to come up with a user centered design process. We were giving a certain amount of resources and had to come up with a plan on how to implement the process.