CRAIG MARCUS

Results-driven UX leader with 25 years of experience building and guiding high-performing teams to deliver intuitive digital experiences across web and mobile. Skilled in cross-functional collaboration to align design with business goals for global brands like Walmart, Pearson, Simon & Schuster, Sony, Nike, United Nations, and Harvard University.

CONTACT

craig.marcus2112@gmail.com

845.667.2251

3 Holiday Lane
Greenwood Lake, NY 10925

UX Portfolio

LinkedIn Profile

EXPERTISE

Design Leadership
Design Thinking
AI-Assisted Design & Research
User Research
Data/Metrics/Analytics
Information Architecture
Accessibility/WCAG
Design Systems
Agile/SAFe
Competitive Analysis
Globalization
Interaction Design
Wireframing & Workflows
Hi-Fidelity Prototyping
Onscreen Voice & Tone
Figma/Adobe CC/Sketch
Mural/Miro/FigJam
Motion/UI Animation
HTML/CSS

EXPERIENCE

6/22 - 9/24

Senior Design Manager II - Pharmacy
Walmart - Health & Wellness

- Lead the design strategy for Walmart's pharmacy digital experiences, spanning customer-facing native apps, browser platform, and pharmacy associate platforms.
- Integrated pharmacy services into Walmart's larger eCommerce ecosystem, enabling seamless prescription delivery alongside grocery orders.
- Spearheaded a complete redesign of the customer experience, increasing NPS from 8.1 to 8.6 and driving native app adoption for prescription management.
- Launched appointment scheduling for vaccinations, flu/strep/COVID test-and-treat services, streamlining access to healthcare and Increasing conversion rate from 46% to 58%.
- Led Walmart's entry into pet prescriptions, driving 10,000 orders in a 3-state pilot, positioning Walmart as a competitor to Chewy.
- Designed task-specific Motorola TC-72 apps with scanning capabilities to improve prescription accuracy and workflow efficiency for pharmacy associates.

8/20 - 4/22

Director of User Experience Design
Polimeni Medical Information Technologies (PMIT)

- Led UX design, research, and front-end development, ensuring PMIT's **chartDoc** SaaS platform met the highest standards for usability and customer satisfaction.
- Championed user-centered design, streamlining workflows and enhancing adoption for the B2B patient management platform.
- Transformed a complex healthcare interface into a seamless, intuitive experience, improving efficiency and reducing user friction.
- Facilitated design thinking workshops that led to actionable insights and measurable improvements in product usability.

CM

EDUCATION

Rochester Institute of Technology

Associate of Applied Science in Graphic Design

Institute of Audio Research

Audio Recording & Production

ASSOCIATIONS

Member of Interaction Design Foundation (IxDF)

Member of ASCAP

RECOMMENDATIONS

"Craig is a top notch professional and great team-mate. He played a key role in the creative and functional aspects of **chartDoc** (PMIT's personal health records application) and its website. Craig greatly contributed to both the strategic direction and ease of use of the app"
Rick, VP Product Management

"Craig demonstrated three important traits: patience, attention to detail and a desire to learn. Craig always took time to explain the details of the systems his team was responsible for..."
Lee, Director of User Research

"Craig's efficiency in managing a pipeline of work kept us consistently on track. And his unswerving design-centric approach kept us asking the right questions at the right times, which in turn helped us turn out superior experiences."
Jeff, Senior UX Designer

See all recommendations

CRAIG MARCUS

EXPERIENCE CONTINUED

1/04 - 6/20 ### Senior Manager of User Experience Design
Pearson Education

- Led a team of nine remote UX designers to identify and eliminate key UX hurdles in B2C/B2B onboarding, improving eCommerce, marketplaces, identity management, and application design.
- Partnered closely with product management to align UX strategy with business goals, ensuring seamless integration of user needs into product roadmaps.
- Optimized UX workflows across eight product teams, effectively managing priorities, Agile/SAFe processes, and cross-functional collaboration.
- Reduced customer support call volume by 13% and increased revenue by streamlining onboarding and user flows across multiple platforms.
- Recruited, mentored, and retained top design talent, fostering career growth and improving team retention and performance.
- Senior Advisor for Pearson's Higher Ed Design System (Gravity), partnering with DesignOps to assess and implement new design tools.

9/96 - 1/04 ### Associate Creative Director
Simon & Schuster

- Led a team of four UX designers to create a unified home and product experience across multiple product lines, enhancing usability and brand consistency.
- Spearheaded a major technology initiative to develop the first Android and iOS apps for MyLab/Mastering, providing a single access point for 5.5 million users and expanding mobile engagement.
- Drove 65% growth in course material integrations by designing seamless visual and interactive experiences for Blackboard Learn, later expanding to Canvas, Brightspace (D2L), and Moodle.

5/98 - 12/10 ### Freelance UX Designer and Audio Engineer

- UX design and web development for training modules for FAA, United Nations and Harvard University.
- Banner ad designs for Sony.
- Post-production audio for Nike and Saturn podcasts.

UX Portfolio   http://www.craigmarcus.com