



CRAIG MARCUS

A highly passionate UX professional with 25 years of experience in leading teams to create consistent, compelling online and mobile applications. A proactive UX leader who delivers end-to-end user experience solutions for multiple products and platforms for companies including Pearson Education, Simon & Schuster, PMIT, Sony, United Nations, FAA, Nike, Saturn and Harvard University.

CONTACT

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[UX Portfolio](#)

[LinkedIn Profile](#)

EXPERTISE

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

EXPERIENCE

2020 - 2022 **Director of User Experience**

Polimeni Medical Information Technologies (PMIT)

Key Results:

- Successfully instilled user-centered design thinking and UX processes on PMIT's *chartDoc* Saas, B2B Patient Management Platform.
- Transformed a confusing and complex healthcare interface into an elegant and user friendly experience.
- Conducted design thinking workshops which led to better design solutions.
- Directed UX designers, front-end development and integrations with third party software to ensure the platform met the highest standards and ease-of-use for customers.

2004 - 2020 **Senior Manager of User Experience Design**

Pearson Education

Led a team of nine remote UX designers researching, assessing and eliminating the largest UX hurdles in the B2C/B2B onboarding process for both integrated and non-integrated products including eCommerce, marketplaces, identity management, home experience and application design.

Key Results:

- Domain expert for all design areas owned by my team. Effectively communicated and managed time, prioritized tasks and worked within Agile/SAFe frameworks across 8 product teams.
- Successfully measured ROI by reducing customer support call volume and increasing revenue across several platforms.
- Attracted and hired new design talent, as well as mentored and supported career growth and UX skills development with existing team, improving retention rate.
- Senior Advisor on Pearson's Higher Ed Design System (Gravity) and partnered with DesignOps to manage and evaluate new design tools.
- Partnered with the UX research team to prioritize and oversee testing. Communicated findings to cross-functional teams. Partnered with accessibility analysts to ensure products met the highest standards of WCAG Compliance.

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EXPERIENCE CONTINUED

1996 - 2004 Associate Creative Director

Simon & Schuster

Led a team of four collocated UX employees to create a unified home and product experience across multiple product lines. System administrator for corporate streaming media services.

Key Results:

- Led major technology initiative developing the first Android and iOS mobile applications for MyLab / Mastering product lines. These apps combined all of the company's learning platforms into one single access point, filling the market need of 5.5 million users.
- Authored standards and created infrastructure for streaming video, resulting in the success of MyMathLab, which has over 720,000 registered users per semester.
- Conceptualized and implemented the visual and interactive design integration with Blackboard Learn. This grew into 65% growth in integration of course materials into Learning Management systems, including Canvas, Brightspace (D2L) and Moodle.
- Developed the first browser-based CD-ROM for best selling criminal justice title (Criminal Justice Today/ Schmallegger), that seamlessly integrated static content from CD with dynamic online assessments.

1994-1996 Digital Media Artist

Times Mirror Multimedia

Provided interface design, image retouching and basic 3-D modeling/animation for multimedia CD-ROMs. Managed and engineered all audio projects, including voice-overs, sound bytes and video digitization. Lead production artist for the Johnson & Johnson Pregnancy CD-ROM. Designed, procured and installed digital multi-track audio system, significantly lowering development costs by bringing all audio production in-house.

2000-2010 Freelance UX Designer and Audio Engineer

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

UX Portfolio <http://www.craigmarcus.com>



EDUCATION

Rochester Institute of Technology
Printing Management/Graphic Design

Institute of Audio Research
Audio Recording & Production

PROFESSIONAL AFFILIATIONS

Member of Interaction Design Association (IXDA)

Member of ASCAP

RECOMMENDATIONS

"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

"Craig is able to take direction and translate that direction into tasks for his team... but more than that, he is also able to cut through the noise of a messy assignment, grasp the core of the deliverable and make it happen. On time. Consistently."

Brent, VP Product Management

[More recommendations](#)