MARK GALIT

BUILDING DELIGHTFUL USER EXPERIENCES

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I'm a product designer who thrives on evolving innovative ideas through the User Centered Design process to deliver intuitive experiences that surprises and delights users.

EXPERIENCE

Galit Design : Westlake, OH : Owner
May 1998 - Present

Design, UX, UI, marketing, branding and print consulting services. Projects range from logos, print, t-shirt design, CMS design, mobile and desktop app design, backend administrator design as well as other general UX design consultation.

The We Project Inc. : Cleveland, OH : Senior UX/UI Designer
April 2019 - November 2019

UX/UI lead for our AI-powered product development initiatives, brand strategy, design and marketing material creation for TWPI. I also spun up several Wix websites including logo development for our sister companies. Designed front end interfaces for an emerging SaaS product as well as custom dashboards for clients.

AmVenture : Cleveland, OH : UX/UI Manager
April 2018 - December 2018

UX/UI lead for our first-ever insurance bind-online product, corporate website and various white label solutions. Designed and maintained our website via Kentico CMS. Utilized analytics and user tracking to deliver easy-to-use insurance purchasing solutions and lead-gen opportunities.

Futuri Media : Cleveland, OH : Senior UX/UI Designer
March 2016 - April 2018

UX/UI lead for all six products in the Radio and TV space which range from SaaS in-studio applications to consumer listener iOS and Android apps for 300+ stations worldwide. We had white label solutions where the customer could upload their logo and change color, messaging, functionality and layout. While accommodating these many configurations was challenging, I was able to create solutions that increased engagement for most of our customers.

OnShift.com : Cleveland, OH : Senior UX/UI Designer
March 2014 - March 2016

UX/UI lead for all 4 four SaaS digital products specializing in a full-stack solution in the long-term healthcare market. Offering solutions for desktop, mobile web and Android/iOS using UCD methodology in an Agile environment that allowed hourly shift workers to more efficiently view and interact with their schedules, while also allowing management greater insight into the productivity of their staff.

HomeFinder.com : Chicago, IL : Senior Interactive Designer
January 2008 - January 2014

Lead designer for desktop, mobile web and mobile app design of HomeFinder.com, a leader in the national real estate market. Responsible for the print brand integrity in national magazine ad and newspaper ad design, trade show booth design, as well as all other marketing collateral for the consumer and trade markets.

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Arroweye Solutions : Chicago, IL : Senior Interactive Designer
March 2006 - January 2008

Lead designer for the gift card and greeting card customization experience while identifying customer needs and overcoming friction points. White label clients included Yahoo!, Borders, Target, Circuit City and Best Buy. We also had a home-grown online shop called Cardways where I designed the entire site. Most importantly, I was able to test multiple eCommerce paths to gauge which experience led to the highest conversion.

Discovery Channel : Evanston, IL : Web Designer
July 2002 - February 2006

Lead designer responsible for the usability, design and experience of the UnitedStreaming, Discovery Education video streaming platform, United for Health and United Learning in the K-12 Education space. Our products ranged from video streaming to eLearning to creating customer product evangelists in the classroom. I utilized leveraging goal-based prototypes and conversations with students and teachers to create the most intuitive solution as possible.

SPECIALTIES

UX Process Experience
- User Centered Design
- Lean UX
- User Research
- User Journey
- Surveys
- Persona Creation
- Card Sorting
- Information Architecture
- A/B Testing
- Usability Testing
- Wireframes
- High Fidelity Mockups
- Prototypes

Web Experience
- Product Design
- UI Design
- Mobile App Design
- Lead Generation
- Agile Methodologies
- Email Marketing
- CMS
- Understanding of Bootstrap, HTML, CSS JavaScript and React Native

Print Experience
- Creative Direction
- Branding
- Print Collateral
- Packaging
- Display Graphics

SOFTWARE EXPERIENCE

- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Knowledge in Sketch
- Google Analytics
- InVision
- FullStory
- HotJar
- Survey Monkey
- Litmus
- Microsoft Office Suite
- Kentico CMS
- Adobe Dreamweaver
- Adobe Premier

EDUCATION

The University of Akron
1994 - 1998

BFA with an emphasis in Graphic Design