

mark e. swindle

UX Consultant

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Chicago, IL, USA | Barcelona SP

I'm a UX Consultant with ~10 years of remote-work experience; a solid foundation of UI, IA, PM and design skills; and a portfolio of work with academic, NFP, corporate, business and start-up clients. I get up to speed quickly; am fully-engaged, enthusiastic and collaborative; and am dedicated to CX-centric project excellence—while respecting deadlines and budget.

work experience

2018-2020

Senior UX Specialist

ExtendHealth/Willis Towers Watson

As UXA for the Enhanced Direct Enrollment project, my team delivered a streamlined, competitive product within the audit window timeline via meticulous research/study, concepting, wireframing, journey mapping, prototyping and user testing. I also helped deliver products/services for our Medicare-based products with research, design and user testing.

2015-2017

UX Solution Lead (UXA) & Sr UX Designer

Aon Hewitt

I rapidly delivered designs and user testing prototypes for the Your Retirement product; then salvaged and delivered an exemplary and streamlined Reimbursements website experience by guiding designers, writers and the offshore development team in requirements, visioning, prototyping, usability testing, presentations, accessibility/sponsor reviews and component-creation governance.

2002-2015

UX Architect, Designer, IA, PM design-I consulting

I delivered complex, content-rich, interactive and historical-archival websites and web app projects, working fully-remotely with distributed teams to clients including Columbia University, Northwestern University, John Jay College, The MacArthur Foundation, The American Assembly and Operation Smile.

skills

- 5 - UX design
- 5 - Web design
- 5 - IA
- 5 - Wireframing
- 5 - Prototyping
- 4 - Responsive design
- 4 - Interactive design
- 4 - Project Management
- 5 - Writing for the Web
- 5 - Adobe Creative Suite
- 3 - Axure
- 4 - Sketch/Craft/InVision
- 3 - Visio
- 4 - HTML/CSS
- 2 - SQL
- 2 - PHP
- 2 - Javascript

proficiencies

- Low/Med/High fidelity
- Wireframing (web/tablet/mobile)
- HTML/Axure prototyping
- Storyboarding
- Journey mapping
- Workflows
- Personas
- Strategic thinking
- Start-up experience
- Business analysis

2013–2015

CEO

Cinewav

I guided the development of a rough concept into an angel investor–funded video–on–demand (VoD) start–up leveraging premier film festivals as the optimal venue for creating symbiotic relationships between film festival content creators, participants and organizers. Tasks included formulating marketing and distribution strategy; creating prototypes, branding and investor presentations; and assisting in financial modeling and legal framework creation.

2004–2010

Senior Web Designer Northwestern University, School of Education & Social Policy

I led the design and development of complex historical & academic websites, custom web apps, promotional material & university–wide interdisciplinary projects; and continued the expansion of our custom CMS, SOCIety, to include digital portfolios, profile engine, news center, accreditation functionality, etc.

2002–2004

Webmaster, Designer Northwestern University, School of Communication

I expanded the School’s outreach and internal interactions via award winning designs of websites, digital and print promotional material; led an exceptional set of team of Computer Science students in the creation of a custom CMS, SOCIety, deployed across multiple schools and institutes; and oversaw the management of dozens of websites for faculty, staff and researchers.

2000–2001

Senior Interactive Art Director Frankel & Company

In the nascent period of corporate web presence I provided art direction and design of website and microsite projects for clients including Tropicana, Target, Frito Lay and Visa.

personal

Engaged
Enthusiastic
Expert communicator
Team player
Highly–organized
Quick study
Playful

education

Computer Information Systems, MS (incomplete)

Northwestern University, Evanston IL

Architectural Studies, BS (with honors)

University of Illinois, Urbana–Champaign, IL