

# Mark Edwin Swindle

UX Consultant

personal info

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**I'm a contract thriller! Together we search for, chase down and capture those elusive goals called *product excellence* and *user delight*.**

UX Consultant with 10+ years of remote-work experience; a solid foundation of UX, UI, IA, AI, PM and visual design skills; and a portfolio of academic, NGO/NFP, corporate, business and start-up clients.

*Quick study, focused, fully engaged, enthusiastic, collaborative, inventive, playful, dedicated to project excellence while respecting deadlines and budget.*

## work experience

2020 May—present

### **UX/Design Consultant, Architect, Artist, Photographer** [i-design.io](http://i-design.io)

Multiple freelance consulting between full-time employment performing UX/AI/design/production/SEO/PM work on websites, web apps, and print-based projects for business, educational, NGO/NFP and creative clients. Additional non-Internet work included the design-build of 3 architecture projects; visual design of a theatrical production; eBook/print book design and production; multiple art exhibitions (Chicago, Paris and Barcelona); and the creation of a ~50k photo archive..

2022 Jul—2022 Sep

### **Sr UX Designer** [iHeartMedia](http://iHeartMedia)

Working closely with stakeholders, users and engineering, over the 12-week contract created a comprehensive design and functional upgrade of iHM's Total Traffic & Weather (TTWN) application into a cloud- and role-based CMS.

2018 Mar—2020 Apr

### **Senior UX Specialist** [Willis Towers Watson|ExtendHealth](http://WillisTowersWatson|ExtendHealth)

Design, testing and development of products & services for our Medicare- and Individual Family Plan-based customers—with primary focus on the creation of the prototype for Enhanced Direct Enrollment (EDE), used to determine eligibility for/amount of Advanced Premium Tax Credit (APTC) used to defer health plan costs. EDE automated this process, freeing up ~250 Call Center reps to solve outlier cases and other product support, and providing a drastically-streamlined experience for our customers.

2015 Oct—2017 Apr

## **UX Solution Lead, Sr UX Designer** [Aon Hewitt](#)

Transitioned from Sr UX Designer to UX Solution Lead to rescue a stalled project, and delivered a fully-redesigned *Reimbursements Center* by guiding designers, writers and the offshore development team in requirements, visioning, prototyping, usability testing, presentations, accessibility/stakeholder reviews and component-creation governance.

2015 Apr—2015 Oct

## **Senior UX Designer** [Aon Hewitt](#)

Rapidly delivered designs and user testing prototypes for the *Your Retirement* product.

2013 Oct—2015 Jan

## **CEO** [Cinewav](#)

I guided the development of a rough concept into an angel investor-funded video-on-demand (VoD) start-up—with market valuation of \$4M—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 fundraising efforts; and assisting in financial modeling and legal framework creation.

2010 Jan—2013 Oct

## **UX Architect, Designer, IA, PM** [design-i](#)

Consultant for Columbia University, Northwestern University, John Jay College, The MacArthur Foundation, The American Assembly, Operation Smile, etc. on complex, content-rich, interactive and historical-archival websites and web app projects, coordinating worldwide-distributed teams.

2005 Apr—2009 Dec

## **Senior Web Designer** [Northwestern University, School of Education & Social Policy](#)

I led the design and development of complex database-driven historical, archival & 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 and recruiting thereby facilitating the quantity and quality of academic artifacts and functionality.

2002 Jul—2005 Apr

## **Webmaster** [Northwestern University, School of Communication](#)

My work helped increase the School's outreach, internal interactions and ranking via award winning designs of websites digital and print promotional material. I led an exceptional 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, thereby assisting their academic efforts.

2000 Jan—2001 Jun

## **Senior Interactive Art Director** [Frankel & Company](#)

Marketing & promotions agency-based art direction, design and production of websites and micro-sites for

clients including Tropicana, Target, Frito Lay, and Visa.

1998 Jun—2002 Jul

## **Web/Interactive Designer, Flash, Animator, Illustrator** [Aquent, Digital](#)

[People, E-Staff, etc](#)

Clients: Rand McNally, DDB Worldwide, Smith Bucklin & Associates, Neology, McGraw-Hill, Argonne National Laboratory, Giant Step, Quantum Leap, Leapnet, United Airlines, etc.

1995 Mar—1998 Apr

## **Co-owner, Co-founder** [The Quaker Goes Deaf](#)

I designed, built, managed, and created the website, online sales platform and marketing campaigns for *Chicago's most dangerous record store*, an alternative & indie label CD/vinyl/video shop specializing in new, used and rare/collectible releases; and with ~monthly live performances. Voted Best Record Store in Chicago, 1998

## education

**Computer Information Systems, MS** (*incomplete*)

[Northwestern University, Evanston IL](#)

**Architectural Studies, BS** (*with honors*)

[University of Illinois, Urbana-Champaign, IL](#)

## proficiencies, software, tags

Product design | UX design | UI design | web design | responsive design | interaction design | AI | IA | user testing | research | SWOT | accessibility | prototyping | wire-framing | storyboarding | journey mapping | personas | content strategy | project management | workflows | writing for the web | illustration | client presentations | conflict resolution | business ownership | start-up experience

HTML | CSS | Figma | Adobe Creative Suite | Sketch | InVision | Miro | Omnigraffle | Axure | Visio | SQL | PHP | Javascript | Agile | JIRA | MidJourney | ChatGPT | Gemini-Bard | Copilot

passionate | engaged | calm | expert communicator | team player | highly-organized | quick study | dedicated | creative | mood lightener | Impasse breaker | humorist

## references

[Available on request]