



Marc Marius Mueller

UX Designer



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Marc is a user experience designer with a strong passion for systems thinking and co-creative design practices. His past work has included roles within agencies as well as positions on internal product teams, spanning multiple industries such as education, insurance, finance, construction, and health services. Among his clients are companies such as Western Union, CertainTeed, Principal Financial, Belk, JourneyEducation, and Catholic Health Initiatives. Marc speaks on design as a co-creative problem-solving methodology as well as service design processes. His focus is on trying to combine human-centeredness with processes and systems to improve experiences both for customers and internal stakeholders.

Skill Set

UI Design • UX Research • Wireframes • Personas/User Roles • Experience Mapping • Service Design • Competitive Analysis • HTML/CSS/jQuery

Prototyping • Responsive Design • Concept Development • Idea Visualization Design Briefs • Graphic Design • Public Speaking • Usability Testing

Professional Experience

UX Designer

SpatialKey - 7/2017 to 1/2019

Created designs to lay the foundation of the redesign of the SaaS platform. Produced wireframes, flow visualizations, and production assets across a range of feature areas of the product. Closely collaborated with developers and QA engineers to ensure consistent implementation of design guidelines and interaction patterns.

- Key contributor to redesign efforts for the transition of the product to a new technology platform, including revising user flows for central product aspects based on identified user pain points
- Led research workshops to introduce empathy and journey mapping to the organization to help inform the reinvention of central feature areas
- Contributed to program level team within a scaled Agile organization to assist with the definition of feature scope and requirements, acceptance criteria, feature sizing, and prioritization.

UX Architect

Universal Mind - 10/2015 to 7/2017

Conducted research in the field to inform user-centered design developments. Created artifacts that consolidate and summarize research findings, such as journey maps, briefs, and usability heuristic analyses. Produced design deliverables such as wireframes, high fidelity mockups, prototypes, and experience visions for stakeholder presentations and development handoffs.

- Conducted 20+ user interviews in 6 different US states and Canada to develop an experience vision and gather requirements for a building material manufacturer
- Developed design concepts across a range of media, from kiosk interfaces to integrated systems
- Presented research findings and design concepts and co-hosted workshops on design methodologies with company founders and executives
- Compiled UX workflow practices to optimize consistency within a remote design team and reduce friction for handoff to development

UX/UI Designer

Bulb Inc. - 6/2013 to 7/2015

Designed several key components of bulb, an online app where users can publish their work and which is used by several school districts and TED speakers.

- Designed a payment system for pro accounts that established initial revenue stream
- Designed entire set of collateral for summer marketing campaign used at various trade shows and conferences
- Helped refine processes to optimize communication and performance across a partially remote design team
- Gave several presentations at conferences about the future of education and technology, built on user research and usage insights.
- Coded several frontend prototypes to be shown to investors and content partners to help communicate the product vision

Creative Technologist Intern

McKinney - 6/2012 to 8/2012

Explored diverse internal and external projects that were connected to the McKinney Ten Percent — an internal idea incubator. Conducted viability and market research, developed wireframes, visual language and user experience guides for interactive solutions.

- Contributor to two advertising concepts for a product launch for a sports brand, with focus on interactive components.
- Assisted an internal startup project with competitive research and creative briefing.

Graphic Designer

Creative Coast Alliance - 6/2011 to 6/2013

Assisted a business development non-profit in Savannah, GA with the creation of information and marketing material to promote numerous events and initiatives to community members.

- Helped establish an event series where local professionals offered free advice to community members on a monthly basis.

Education

Savannah College of Art and Design (SCAD)
MFA in Graphic Design - 9/2010 to 5/2013

University of Applied Sciences Bremerhaven
BS in Digital Media - 10/2005 to 8/2010

Universidade de Vigo
Erasmus exchange student - 10/2007 to 3/2008