Mark Radanovich

Senior Product Designer

www.radvisuals.com
mark.radanovich@gmail.com

Summary

Likable and team-oriented digital product designer with over 6 years of experience in fast-paced tech startups. Eager to offer superb analytical, critical thinking, and high-quality design skills to solve for complex enterprise software problems. Previously built 2 companies from the ground-up, leading one to acquisition and the other to series-A funding. Also, redesigned 3 products and their design systems that led to an average of 15% increase in user engagement.

Design Experience

Observe   Senior Product Designer

Jun 2019 – Present

Designing high-fidelity mocks and prototypes. Leading design exercises to produce requirements from rough concepts. Producing clear and concise specifications for engineering. Advocating for quality design throughout company to foster a design-centric culture.

Eversight   Product Design Lead

Jun 2017 – June 2019

Led all UX/UI efforts. Collaborated with engineering, product management, and customer success teams. Conducted rapid prototyping and customer interviews. Led design workshops. Designed React-based design system.

Sureify   Founding Designer

Oct 2014 – Jun 2017

Led UX/UI across all products. Collaborated with PM's, exec team, and sales. Contributed to closing $500K seed, $4.8MM series-A, and pilot programs. Pilot products led to 40% increase in customer engagement across 500 targeted users.

Vendus Product Labs   Founding Designer

Oct 2014 – Jul 2016

Helped build product agency from ground up. Built rapid prototypes for sales, funding, and acquirement purposes. Designed landing pages, dashboards, web apps, and mobile apps (Android & iOS). Major contributor to producing over $1.5M in sales in company's first year. Spun out Sureify side project after gaining funding, sold agency.

Education

University of the Pacific

BFA, Graphic Design

2008 – 2012

Sigma Chi Fraternity
Graphic Design Club (AIGA)
Pacific's One Word Student Project

Skills

Design

User experience (UX), user interface (UI), user research, visual design, rapid prototyping, interaction design, animation, information architecture, storyboarding, data visualization, and design systems.

Tools: Sketch, Figma, Adobe Suite, Framer, Principle, Balsamiq, Zeplin.

Management

Leadership and mentoring, project and product management, workshop facilitation, customer interviews, stakeholder presentations.

Other Experience

Sazze Product Designer
Apr 2014 – Oct 2016

Managed all design across 6 products alongside 1 other designer. Consolidated DealsPlus' mobile and desktop sites into single responsive experience. Rebranded and redesigned DealsPlus (1.5MM+ unique users per month) for more engaging experience to increase stickiness and decrease bounce rates.

HH Global, Google Visual Designer
Aug 2013 – Apr 2014

Managed HTML updates for Google Cross-Sell email campaigns spanning 60+ countries. Formatted and designed executive presentation decks. Designed marketing and product print material for release of Google Fiber across 3 states. Localized AdWords decks and email templates for 60+ countries

Williams-Sonoma Production Designer
Aug 2012 – June 2013

Hybrid role of design and content management. Managed visual assets of 200+ products and 600+ site banners. Collaborated with senior designers to replace typefaces of 150+ category banner images. Originally 4-week contract that extended to 6 months, then promoted to full-time.

Volunteering

SunWork Renewable Energy

Install solar panels on local community buildings, churches, and homes.

Save Our Shores

Clean up and maintain beaches and habitats in Santa Cruz County.