

Mark Steinruck

Product Designer + Design Systems

www.marksteinruck.com
mark@marksteinruck.com
919-525-4312

EXPERIENCE

Fidelity Investments

Principal UX Designer, Providence Design System (2019-present)

- Lead designer on a centralized, cross-functional team building, maintaining, and supporting a design system with an 80% adoption rate, \$5.3M annual enterprise cost savings, and 230% accelerated speed to market that drives product cohesion across multiple businesses and platforms.
- Scope requirements and design reusable components by working closely with product teams to understand their needs.
- Work with engineers to define component APIs and assist with the creation of a flexible token architecture.
- Write, review, and publish system guidance and act as the editor for all content on the documentation site.
- Maintain open lines of support and feedback with the community through a Microsoft Teams channel, Office Hours, and a bi-weekly critique session.
- Build and maintain design assets and visual style Figma libraries that match coded components in Storybook.
- Develop a contribution model and work closely with contributors as a steward of multiple contributions.
- Participate in Agile sprint planning, Jira backlog refinement, prioritization, and strategic team-related decisions.

Senior UX Designer, Fidelity NetBenefits (2014-2019)

- Coordinated the team that created the first design system within the Workplace Investing business unit, which ultimately became a part of the Providence Design System.
- Partnered with Workplace Investing business sponsors to define clear product requirements, establish timelines, and design high-fidelity prototypes for production applications.
- Designed simple, engaging experiences focused on money movement for people nearing retirement. Designs were iteratively tested with moderated, in-person quantitative and qualitative lab studies.

Viget

Senior Web Designer (2010-2014)

- Led design projects for organizations including Ashley HomeStore, Crocs, Duke University, Lenovo, and Volunteers of America.
- Worked closely with project managers, engineers, and UX designers, owning the process from concept to implementation.
- Mentored multiple design interns over the course of 3 years.

ADDITIONAL EXPERIENCE

Steinruck Design, Self-employed (2006-2010)

Synergema Consulting Group, Creative Director (2008-2009)

GTSI Corporation, Senior Web Designer (2005)

SAIC, Lead Web Designer (2001-2005)

Commerce One, Web Designer (2001)

Epix, Web Designer (1997-2000)

SKILLS

Design systems
Product design
UI design
User-centered design
Technical writing
Accessibility
User research
Mentorship

EDUCATION

Bloomsburg University of Pennsylvania
BA in Journalism (1997)