

## Mark-Anthony Rowland

Senior UX/UI Designer | Auburn, GA | 678.646.8454 | mrowland@gmail.com | <http://ma.rowlandworld.com>

### Summary

UX/UI designer with 15+ years of experience leading strategic design initiatives for B2B and consumer-facing products. Known for transforming legacy systems into modern, scalable, and accessible digital platforms. Expert in user research, conversational UX, design systems, and responsive design. Proven ability to drive measurable outcomes in complex enterprise environments.

### Core Competencies

UX Design, UI Design, Interaction Design, Conversational UX, Design Systems, User Research, Journey Mapping, Accessibility, Responsive Design, Prototyping, Data Visualization, Strategic Thinking, Stakeholder Engagement

### Tools & Technical Skills

Figma, Adobe Creative Suite, Sketch, Axure, InVision, HTML5, CSS3, JavaScript, Bootstrap, AngularJS

### UX Design Lead

Bank of America – Kennesaw, GA | Oct 2024 – Present

- Translated business requirements into UX enhancements for enterprise internal tools.
- Led migration from Sketch/InVision to Figma, consolidating design kits into a scalable system.
- Standardized UI patterns to improve team efficiency and maintain visual consistency.
- Managed the design system migration for the internal Audit application.

### Senior Lead UX Designer

Equifax – Alpharetta, GA | Oct 2023 – Oct 2024

- Directed UX for the USIS Ignite Marketplace, serving B2B clients across finance and telecom.
- Designed responsive interfaces in Figma, improving accessibility across devices.
- Created journey maps to validate strategies and align with product goals.
- Implemented advanced data visualizations to enhance insights for business users.

### Senior Product Designer

Wells Fargo – Atlanta, GA | Feb 2022 – Oct 2023

- Led Small Business product redesigns, increasing online conversions by 20%.
- Delivered responsive experiences for legacy platforms.
- Mapped pain points to drive iterative user-centered design improvements.
- Integrated AI-powered conversational UX for onboarding, check deposits, and support flows.

### Digital Experience Architect

State Farm – Atlanta, GA | Aug 2016 – Jan 2022

- Redesigned State Farm's app and site to streamline complex insurance workflows.
- Created journey maps to optimize user touchpoints and boost satisfaction by 15%.
- Developed scalable platforms across mobile and desktop.
- Led conversational UX projects including quote tools, policy guides, and virtual assistant flows.

### UX Lead & Information Architect Manager

AT&T; – Atlanta, GA | Aug 2010 – Aug 2016

- Launched AT&T;'s first HTML5-based mobile experience.
- Directed UX teams delivering responsive, scalable solutions for consumer apps.
- Improved navigation efficiency and reduced task friction by 25%.

## **UX Lead & Information Architect**

Vipernet International – Atlanta, GA | Apr 2009 – Aug 2010

- Designed wireframes and prototypes for ecommerce and financial platforms.
- Delivered CMS-driven responsive websites with a 30% engagement lift.

## **Director of Software Development**

Xiocom Wireless – Atlanta, GA | Apr 2007 – Apr 2009

- Built broadband management platform (XIOS Suite) increasing operational efficiency by 40%.
- Led cross-functional teams in scalable engineering and product delivery.

## **Independent UX Consultant**

Various Clients | Apr 2002 – Apr 2007

- Launched digital experiences in broadband, workflow management, and early social platforms.
- Secured over \$5M in contracts for federal and private sector platforms.

## **Education**

New York Institute of Technology – B.S. in Management of Information Systems

## **Professional Upskilling & Certifications**

- Responsible AI: Principles and Practical Applications
- UX for AI: Design Practices for AI Developers
- Introduction to Artificial Intelligence

## **Portfolio**

For case studies, prototypes, and design system examples, visit:  
<http://ma.rowlandworld.com>