

Mark-Anthony Rowland

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Summary

UX/UI leader with 15+ years of experience driving enterprise digital transformation across banking, payments, insurance, telecom, and B2B SaaS platforms. Expert in design systems governance, legacy modernization, AI-augmented design methodology, and distributed team leadership. Proven ability to integrate new products across established organizational silos and align UX strategy with SDLC execution and measurable business outcomes.

Core Competencies

Enterprise UX Strategy, Design Systems Governance, Product Integration Across Business Silos, User Research, Journey Mapping, Information Architecture, Accessibility (WCAG), Responsive Design, Conversational UX, Prototyping, AI-Augmented Design, AI-Assisted Development (Figma, Replit), Distributed Team Leadership, SDLC Integration

Professional Experience

Lead UX Designer – U.S. Bank | May 2026 – Present

- Lead UX for Instant Payments, resolving product and experience concerns as the capability is integrated across established banking silos and legacy platforms.
- Partner with product, engineering, and line-of-business stakeholders to embed Instant Payments into existing consumer and commercial banking journeys.
- Apply AI throughout the design process and influence adoption of AI within the enterprise design methodology.
- Leverage Figma and AI-assisted development tools such as Replit to accelerate design-to-code handoff and improve the software development process.

UX Manager (Consulting Engagement) – Insurity (via Nous Infosystems) | Oct 2025 – May 2026

- Led enterprise UX strategy for EAIS modernization across policy administration platforms.
- Managed distributed onshore and offshore UX teams, driving governance and formal UX sign-off.
- Oversaw blueprinting across underwriting, product configurator, account management, and rules engine domains.
- Evolved Aurora component library into an enterprise design system using tokens and accessibility standards.
- Introduced AI-augmented workflows to accelerate modernization.

UX Design Lead – Bank of America | Oct 2024 – Aug 2025

- 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 and managed design system migration for the Audit application.

Senior Lead UX Designer – Equifax | Oct 2023 – Oct 2024

- Directed UX for USIS Ignite Marketplace serving B2B finance and telecom clients.
- Designed responsive interfaces improving accessibility and usability.
- Created journey maps and advanced data visualizations to align with product strategy.

Senior Product Designer – Wells Fargo | Feb 2022 – Oct 2023

- Led Small Business product redesigns increasing online conversions by 20%.

- Delivered responsive experiences for legacy banking platforms.
- Integrated AI-powered conversational UX for onboarding and support flows.

Digital Experience Architect – State Farm | Aug 2016 – Jan 2022

- Redesigned insurance workflows across mobile and web platforms.
- Improved satisfaction by 15% through journey mapping and UX optimization.
- Modernized payment systems reducing payment errors by 20%.

UX Lead & Information Architect Manager – AT&T | Aug 2010 – Aug 2016

- Launched first HTML5-based mobile experience.
- Led UX teams delivering responsive consumer applications.
- Reduced task friction by 25% through navigation optimization.

Education

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