



MARK SANCHEZ

UX Design Leader & Mentor

CONTACT

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CORE SKILLS

- ▶ Enterprise UX Strategy
- ▶ Design Systems & Governance
- ▶ AI-Driven UX & Automation
- ▶ Design Leadership & Hiring
- ▶ CRO & Growth Optimization
- ▶ Data Visualization
- ▶ Accessibility (WCAG)
- ▶ B2B / B2C / D2C SaaS
- ▶ Executive Partnership
- ▶ Cross-Functional Leadership

TOOLS & TECH

- ▶ Figma · Adobe XD · Sketch
- ▶ Adobe Creative Suite
- ▶ Framer · Principle
- ▶ Adobe Target · A/B Testing
- ▶ OpenAI · Claude · Vertex AI
- ▶ Locoify.ai · Framer AI
- ▶ Design System Mgmt (DSM)
- ▶ Prototyping & IA
- ▶ User Research & Testing

INNOVATION

30+ Patents

Credit reporting, scoring,
and SaaS design tools

EDUCATION

B.A. Web & Graphic Design

Brooks College, 2005

Eighteen years building design teams and products people actually want to use — across FinTech, SaaS, and global travel at scale. I'm drawn to complex, data-heavy problems: the kind where the gap between what's technically possible and what a real person can navigate is enormous. Closing that gap, repeatedly, at the enterprise level, is what I do. I've held the pen on 30+ patents, grown traffic from 2.8M to 8M visitors in 16 months, and built the systems and the teams that make outcomes like that repeatable.

EXPERIENCE

Viking Cruises 2022 - Present

UX Manager — Enterprise Platforms

- Drove a UX strategy that took unique web visitors from 2.8M to 8.0M in 16 months — achieved through a full redesign of the Voyager app, pre/post-booking flows, and marketing experiences working in concert, not in isolation.
- Architected a unified Viking CX system that collapses the marketing site, account management, booking, and OnBoard native app into a single coherent experience — the kind of work that requires as much org navigation as design thinking.
- Built and shipped an AI-powered Live Chat Agent and Booking Assistant that measurably improved support efficiency and booking conversion. Not a bolt-on feature — designed from the ground up around real user workflows.
- Reduced design iteration cycles by 30% by establishing a genuine working rhythm between UX, product, and engineering — the kind of collaboration that requires years of trust-building to make look easy.
- Hired and actively mentor a team of designers and PMs. Built structured programs around accessibility, data-driven UX, and AI integration — not because it's in the job description, but because it's how you build a team that outlasts any single initiative.

Sourceability 2020 - 2022

UX Director — SaaS & E-Commerce Platforms

- Led UX for Sourcengine™ — the first e-commerce marketplace built specifically for the electronic components supply chain. Made a genuinely complex procurement workflow feel navigable for engineers and buyers who had zero tolerance for friction.
- Directed design for Datalynq™, a market intelligence platform for supply chain risk and obsolescence tracking. Translated deeply technical datasets into dashboards that specialists actually used to make decisions.
- Built a centralized design and content management system from scratch, bringing brand and design consistency to a product portfolio that had grown faster than its governance.
- Developed an intuitive BOM (Bill of Materials) tool inside Sourcengine™, integrating real-time inventory, compliance data, and alternate part recommendations — a feature that became central to the platform's differentiation.

Experian 2012 - 2020

Senior UX/UI Manager — FinTech Platforms

- Led a team of 9 designers across Experian's native iOS and Android apps, driving a 25% lift in user retention and converting 66% of desktop users to mobile — in a product category where trust and clarity are everything.
- Directed UX for Experian Boost™ — the feature that let users link bill payment data to instantly improve their credit scores. Over 12 million people used it to gain an average 13-point FICO increase. That one still feels significant.
- Ran the rebranding of FreeCreditScore.com and FreeCreditReport.com, consolidating

Top 10 of design program

Experian's consumer identity and measurably improving both brand recognition and user trust across the portfolio.

- Built Experian's scalable design system for financial products — the foundational infrastructure that made consistency possible across web and mobile at enterprise scale.
- Ran A/B testing and user research programs that directly informed design decisions and drove a 20% improvement in conversion rates across key flows.
- Led UX for the Identity Works Protection app, integrating credit monitoring, dark web surveillance, and identity theft alerts into a product that had to feel protective without feeling alarming.