**MARK SAMPSON**

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**PROFESSIONAL SUMMARY**

Experienced product design leader specialising in customer-focused organisations and digital transformations. Skilled in driving design thinking and processes to shape value propositions, roadmaps, future state journey mapping and product delivery. Known for motivating design teams to adopt flexible and analytical problem-solving approaches. Over 20 years of problem-solving experience in major fintech, banking, logistics, and mobile B2B industries.

**EXPERIENCE**

***Head of UI/UX, Visa Inc***  ***October 2019 - Present***

* Scaled and managed a cross-functional design, development, and BA team, ensuring delivery to key roadmap timelines.
* Achieved results for FY23/24 by uplifting and delivering a major rebuild of the legacy internal payment + treasury applications for the core cross-border payments business.
* On track to save Visa upwards of $5m by reducing reliance on outsourced contractors and implementing efficient workflow practices within the UX Centre of Excellence, which supports the wider Visa Direct (B2B, B2C) business.
* Facilitated the data center migration go-live on schedule without interruption to the day-to-day business by leading the team through adaptability and collaboration resulting in a 100% cyber security clearance and compliance.
* Strategized and designed GenAi into all systems and workflows, educating users on how to obtain results from AI technology, thereby improving efficiency by 25%.
* Collaborated with the global design system and VGAR/W3C accessibility standards teams within Visa to deliver multiple complex data-heavy user interfaces, data visualization dashboards, and mobile applications of 100% compliance, within budget and on time.
* Organized engaging user 10+ experience workshops through FY23, conducted journey mapping and user research, and presented findings and solutions to users, stakeholders, and C-level management.
* Commanded the respect of stakeholders across multiple business streams up to C-Level by providing design analysis and strategic roadmaps that effectively communicated the UX design direction, enabling the project to scale and work efficiently.
* Implemented solutions for new workflows to increase business efficiency while reducing exceptions resolutions and training time by 40%.

***Lead UI/UX, AP Moller Maersk Shipping***  ***July 2018 – October 2019***

* Led the design efforts for multiple projects on both internal operations and external logistics systems, mobile applications, and web interfaces. Demonstrated proficiency in UX/UI design methodologies.
* Conceptualized and delivered the Maersk visual design system, introducing innovative workflow concepts and providing critical design insights to C-level management. Resulted in improved user experience and streamlined operations.
* Managed and guided mobile development teams (Android/Apple), ensuring alignment with design objectives and project goals.
* Led engaging design workshops and research groups, mentoring junior designers and conducting client insight sessions. Contributed to skill development and enhanced team collaboration.
* Successfully executed a complete redesign of the Maersk B2B/B2C mobile application, leading to a remarkable 300% increase in usage within 2 months post-launch.

***Team Lead UI/UX, Finastra***  ***March 2013 – June 2018***

* Guided the Finastra full portfolio of banking software products, supervising design and delivery for core/retail banking, risk, trading, capital markets, digital channels, transaction, and corporate banking software applications.
* Collaborated with marketing to generate new future banking product ideas, contributing to product innovation and market competitiveness.
* Implemented a global design system for the product suite, emphasizing adaptability as a key driver for product/dev teams. Resulted in improved efficiency and consistency across products.
* Spearheaded the design efforts for Fusion LenderComm, orchestrating the end-to-end transformation of the B2B syndicated lending supply chain for banking agents and lenders. Simplified smoother transactions and enhanced user experiences.
* Managed and administered Finastra's innovation program, Fusion Reactor, providing the platform and support for employees to innovate disruptive product ideas. Fostered a culture of innovation within the organization.

***Lead UI/UX, Barclays Bank Plc***  ***March 2013 – June 2018***

* Consulted for Barclays Bank Digital UK, conducting research and performing UI design and UX improvements for the online interface of Barclays Retail/Business.
* Designed customer-facing applications for retail banking, enhancing user experiences and driving engagement.
* Collaborated with the team on design system components, facilitating the launch of new products and features to customers.

***Creative Director, 138 Marketing*** ***July 2011 –November 2012***

* Consulted for Barclays Bank Digital UK, conducting research and performing UI design and UX improvements for the online interface of Barclays Retail/Business.

***Creative Director, Virtual Ink***  ***September 1997 –July 2011***

* Digital design studio that delivered digital and print based solutions to a varied section of industries
* Sales/New business development and creative direction
* Co-ordinated and managed projects of the studio
* Creative work from concept to production ranging from advertising and marketing campaigns, movie poster and DVD sleeve designs, PoS, web/digital design, music video production, press releases/EPKs and creative packaging.

**EDUCATION**

***Certified UX***

Nielsen Norman Group

***HND Graphic Design***

Newcastle College

***BTEC Graphic Design***

Newcastle College

**SKILLS**

Customer Journey Mapping, Ai Experience, Information Architecture, Human Computer Interaction, Usability Testing, Agile, User Interface Design, Interaction Design, Adobe Creative Suite/Figma

**INTERESTS**

* Oil painting
* Dog walking
* Skiing
* Golf