Mark Lesselyoung
UI/UX Designer
mplgraphics@gmail.com | 847.366.5020

Portfolio
mplgraphics.com

Experience

UX Engineer
Colossal Management, LLC
8/23 – Current

- Design UI prototypes for web sites and internal tools.
- Implement design system for consistency and developer hand-off.
- Improve user experiences through testing and research.

Senior UX/UI Designer
Plexus Worldwide
12/18 – 8/23

- Designed UI prototypes for web sites and applications.
- Implemented UX best practices based on research and insights.
- Iteratively refined low and high fidelity flows and layouts.

Senior Web Designer
Nationwide Insurance
6/15 – 12/18

- Designed and updated web sites and microsites.
- Prototyped new features and content.
- Created and measured promotional email campaigns.

Web and Interactive Designer
Lumension Security, Inc.
4/14 – 6/15

- Designed and maintained corporate web site and microsites.
- Established and implemented corporate brand standards and guidelines.
- Created and monitored advertising campaigns for lead generation.

Senior Graphic Artist
Flypaper Studio
3/08 – 10/13

- Designed interactive content for clients showcasing software.
- Assisted with designing and maintaining company web site.
- Worked with the product team to develop user interface design standards.

Graphic Designer
eSignal
3/07 – 3/08

- Created online advertising campaigns and landing pages.
- Monitored and optimized campaigns based on performance reports.
- Designed web pages for portal sites and projects for internal departments.

Senior Graphic Designer
Allscripts
10/06 – 3/07

- Designed interactive e-learning presentations marketed to physicians.
- Designed layouts and animations.
- Created collateral materials and newsletters for cohesive branding.

Web Site Artist
Daily Herald, Paddock Publications
6/97 – 10/06

- Designed and developed web site for the third largest Illinois newspaper.
- Coordinated online content and advertising with departments.
- Worked with outside clients to develop and maintain web sites.

Software / Skills

- HTML
- CSS / SCSS
- Responsive Design
- Bootstrap
- ZURB Foundation

- Figma
- Sketch
- Axure RP
- Contentful (CMS)
- WordPress

- Photoshop
- Illustrator
- InDesign
- Jira
- Workfront

Education

The Illinois Institute of Art
Multimedia Production | 1997

Northern Illinois University
BS, Marketing | 1993