



MARK PIPHER
CREATIVE DIRECTOR / PRODUCT UI / UX

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Lead product UI / UX designer + creative director who utilizes human-centered design principles to create **memorable, easy to use web & native app experiences** for world-class brands.

PROFILE

20+ years experience elevating brands and delighting users with products, campaigns and digital experiences that are innovative, elegant and easy to use.

Passionate about delivering unique ideas and creating exceptional solutions that are both surprising and memorable.

Respected, inspiring leader and mentor to designers, adept at developing productive relationships with cross-functional teams and stakeholders.

Deep understanding of people and technology that informs decisions made during the design process, resulting in solutions that connect and resonate with users.

Significant experience establishing creative process and workflow, and not afraid to get his hands dirty any step of the way.

Highly experienced at leading ideation and brainstorm sessions, ensuring a wide range of possibilities are explored and the best ideas are uncovered.

BRANDS

Red Bull • Sony • Nike • Disney • Ford • Lincoln • VIZIO • Volvo • Intel
Toyota • Scion • Pepsi • T-Mobile • Esquire TV • FOX • Lionsgate • Paramount

SKILLS

User Interface Design • User Experience Design • Creative Direction • Logos & Branding
Concept Development • Product Strategy • Marketing • Photo & Video Shoots
Future Vision • Prototyping • User Testing • Wireframes • User Flows

EDUCATION

Bachelor of Science, Visual Arts
State University of New York at New Paltz, 1995

MARK PIPHER

WORK EXPERIENCE

2014 -

SENIOR UI / UX DESIGN LEAD, GLOBAL MUSIC MARKETING • RED BULL MEDIA HOUSE

Lead product UI / UX designer for Red Bull Sound Select, an artist development program for emerging music artists. Internal R&D, prototyping and UI / UX design for consumer-facing products and backend tools for artists and internal teams across web, mobile, tablet and live events. Manager of one designer. Creative director for external vendors and agency partners.

Products include: RedBullSoundSelect.com, a destination for music fans to discover new artists and get tickets for monthly Red Bull Sound Select live shows; 30 Days in LA / 3 Days flagship festival websites for ticket sales, news and photos; photo booth featuring a native iPad app encouraging fan engagement at live events; evaluation tool that facilitates the feedback and review process for artists in consideration; catalog management system for releases distributed by Red Bull Sound Select.

2007 - 2014

CREATIVE DIRECTOR, UI / UX DESIGN • FREELANCE

Provided creative leadership and hands-on interface design for desktop, mobile and tablet websites and apps. Developed long-term relationships with several companies:

Razorfish • Creative direction and visual design for two major site redesigns of intel.com for desktop and mobile, digital marketing for three generations of Intel Core Processors, and numerous future vision and strategy proposals for Microsoft and Intel.

Saatchi & Saatchi LA • Digital strategy and future vision for mobile marketing and shopping tools for Toyota across the entire purchase funnel, guiding the consumer from initial research to inside the dealership.

Genex • Creative direction, team leadership and UI / UX design for Ford & Lincoln. Projects included a vehicle configuration web app for tablet, inventory search tool for desktop and mobile web, and a responsive web app for estimating vehicle payments.

iconmobile • Creative direction and UI / UX design for Lincoln Interactive Window, an interactive installation to launch the 2015 Lincoln MKC featuring a 16' x 5' glass touchscreen and projections.

BLITZ • Creative direction and visual design for client pitches and marketing projects including VIZIO, Nike, FX, Esquire TV, Walt Disney World, U2, The Hollywood Reporter and Naked Juice.

Riot Games • Game UI and website design for League of Legends.

Additional agencies included Tool, Sisu, Neoganda, Ayzenberg, TIO and Robot Ink.

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WORK EXPERIENCE

2006 - 2007

ASSOCIATE CREATIVE DIRECTOR • PROXICOM

Creative direction and team leadership for up to five visual designers and front-end developers on large-scale website projects and pitches.

2005 - 2006

SENIOR ART DIRECTOR • ARC WORLDWIDE

Creative lead for TheBar.com for Diageo. Directed visual and motion design, developed brand identity and guidelines, and produced detailed style guides. Art director on marketing campaigns and websites for Disney, Capital One, Cadillac and US Army.

2002 - 2005

ART DIRECTOR • TRIBAL DDB

Creative lead and visual designer on integrated websites and ad campaigns for various clients including: Pepsi, Gatorade, Propel Fitness Water, Budweiser, McDonald's, Dell and The Home Depot. Planned and directed video and photo shoot for Propel featuring celebrity personal trainer Gunnar Peterson, to deliver user-customizable web-based workout programs.

1998 - 2001

ART DIRECTOR • FOUR POINTS DIGITAL / MARCHFIRST

Art director and Flash developer for website, advertising, and online marketing efforts. Clients included: 3Com, Sears, Best Buy, Sony, Grainger, The Wall Street Journal and SC Johnson.

1996 - 2005

DESIGNER & ART DIRECTOR • FREELANCE

Art Director on advertising, marketing and website projects at Foote Cone & Belding for Motorola RAZR and Circuit City. Website design and production for Spiegel, Amoco, Rockwell International, Rush Medical Center and The Signature Group.