mark hobbs

// Principal Product Designer

Contact: https://hobbs.design | mark@hobbs.design

Principal Product Designer with 18+ years of experience creating intuitive, scalable, and visually refined digital products across multiple industries. I lead design from early strategy through launch, working closely with cross-functional teams to deliver experiences that are as functional as they are beautiful. My approach blends user-centered thinking, strong systems design, and iterative refinement to solve complex problems with clarity and craft.

// Experience

hobbs.design (concurrent role) **Principal Designer**05/2020–present

- Led end-to-end design for white-label, consumer-facing financial customer acquisition funnel platform.
- Crafted and scaled a modular UI system (Atomic Design) allowing custom theming and consistent brand expression across client touchpoints.
- Created high-fidelity prototypes and design presentations to align stakeholders on design direction.

McGraw Hill Education
Senior User Experience
Designer
12/2022–12/2024

- Co-led the Teacher Experience Design team for the Educational Content Delivery Platform, driving strategy and execution for K-12 digital tools.
- Partnered cross-functionally with instructional designers, academic leads, engineers, and product managers to deliver user-centered, accessible learning experiences.
- Designed new features that improved classroom efficiency, content discoverability, and teacher workflow speed.
- Enhanced visual design and UI accessibility, aligning patterns and flows with WCAG 2.1 guidelines.
- Iterated on UI patterns based on data and feedback, creating scalable design systems for cross-product consistency.
- Redesigned all components to meet accessibility compliance, securing an Accessibility Compliance Report for the platform.

Union Home Mortgage
Senior Product Designer
04/2021–12/2022

- Designed and refined complex financial lending workflows, improving task accuracy and trust through well-crafted interactions and micro-copy.
- Integrated decision prompts to guide users through sensitive financial contexts, reducing error rates.
- Advocated for WCAG accessibility standards, ensuring inclusive consumer-facing products.
- Accelerated product validation by implementing multi-concept prototyping with direct user and stakeholder feedback loops.
- Built a Figma-based design system with SCSS design tokens, streamlining engineering handoff and reducing delivery time.
- Designed direct-to-consumer mortgage funnels and selfhelp application flows to optimize customer acquisition.

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Robots & Pencils

Senior Product Designer

12/2018-04/2020

Collaborated with startup clients on 0-1 product launches, with a strong emphasis on usability, accessibility, interface simplicity, and design craft.

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- Led UX/UI strategy and design for apps and enterprise tools across multiple industries.
- Delivered user flows, interactions, and prototypes to agile engineering teams providing continuous support throughout the development life cycle.
- Mentored and led client product design teams with a focus on fundamental design skills.

OZY Media

Design Director

01/2018-12/2018

- Increased user engagement by 30% through targeted email design initiatives and improved interactive experiences.
- Led digital design for online properties and native iOS applications, enhancing overall usability and functionality.
- Collaborated with advertisers to create custom integrated ad placements, boosting brand awareness and revenue.
- Designed custom event websites to showcase content and sponsorship opportunities.

CBS (now Paramount)

Lead UX/UI Designer & Art Director

02/2011-01/2018

- Led UX and visual design for CNET.com News improving engagement and interaction.
- Consistently grew the user base through iterative feature launches, A/B testing, and data-driven design.
- Designed and developed reusable product feature components, reducing build time and increasing ad-driven revenue by 25% over four years.
- Advocated for visual consistency by scaling design standards and editorial product guidelines across CBS properties.
- Designed content-forward editorial special features with a focus on narrative stroytelling, discovery and reader retention.
- Collaborated with editorial, product, and marketing teams to elevate content presentation across web and mobile.

Professional Photographers of America (PPA)

Senior Marketing & Communications Designer

09/2006-02/2011

- Designed marketing campaigns, tradeshow materials, and digital assets to promote membership and engagement.
- Increased membership by 20% (to over 20,000 members) through targeted design initiatives.
- Produced visually compelling layouts and graphics supporting brand awareness across print and digital.

// Education

Art Institute of Colorado BS Graphic Design 2006 Graduation

// Proficiencies

Figma SCSS/CSS Design Systems Interaction Design Design a11y Agile Methodology Experience Design Collaboration Mentorship