

Mark Alan Ehrhardt

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PROFESSIONAL OVERVIEW

An Innovation and Design leader with over 15 years diverse background in Experience and Innovation Strategy, Integrated Digital Product Design, Mobile, Service Design, Ethnographic Research & Design Management. I specialize in connecting business goals to user experience strategy while forming and leading the teams and collaborations ensuring successful implementation. I have extensive experience consulting for, and managing teams within, top-tier brands delivering validated insights and breakthrough ideas grounded in qualitative and quantitative research.

RELEVANT SKILLS

Management: Deep experience leading within in-house product design teams, startups and digital product design agencies as well as launching several entrepreneurial ventures

Strategy and Planning: Aligning company goals and product roadmaps using creative intelligence techniques

Product & Service Design: Leading brainstorming sessions, defining interaction and information architecture requirements, documentation and presentation, sketching, modeling, rapid-prototyping, business and technical communication, evaluation, team leadership, product strategy

Research and Evaluation: HCI, design ethnography, usability, customer research, business models

Technologies: Adobe Creative Suite, Office Suite, familiarity with front end development

PROFESSIONAL EXPERIENCE

KPMG, Digital and Mobile Solutions (Global consultancy)

Manager, Experience and Innovation Strategy, Portland, OR 2013 – Present

- Lead complex digital strategy and user experience engagements for Telecommunications, E-commerce, Consumer Product, Advertising & Finance domains managing teams across geographies
- Co-created the playbook for the Customer Experience Center of Excellence (CX)
- One of 5 US team members selected to help start the KPMG Digital practice in the UK (on location in London)

Microsoft

Sr. User Experience Lead (Manager), Redmond, WA 2011 – 2013

- Lead a product team comprised of research, UX, IA, PM and front-end development professionals
- Drive the definition and design of all Microsoft Advertising search and display B2B tools
- Concept and prototype new advertising products as part of ongoing R&D team

AT&T Mobility

Sr. Manager of Wireless Application Design and Planning, Redmond, WA 2010 – 2011

- Product Strategy, Planning and Design across major device platforms including Android, iPhone, Blackberry, Palm, etc.
- Participate in new project planning in development with senior leadership
- Sheppard the transition from product vision to product realization
- Create high level and detailed interaction flows, wireframes, concepts and presentations
- Manage outside design partners / vendors in ongoing project work

Socrata (Venture Backed Startup)

Director of User Experience, Seattle, WA

2008 – 2010

- Redesigned, rethought and rebuilt a SaaS social database / social information application and transitioned it to a Social Data Discovery solution used by city, state and federal governments
- Complete reboot and redesign including the transition to a new platform and major strategic shift for the company and product
- Involved at every level as a core member of senior leadership
- Defined product strategy and design direction alongside CEO and the Board of Directors

Frog Design (Agency)

Sr. Design Analyst, Seattle, WA

2007 – 2008

- Managed the design process, led decisions, tracked issues, and assisted in estimating resource needs and schedules
- Led an interdisciplinary team of designers, project managers, strategists and developers
- Designed and specified user interfaces and information architectures using participatory and iterative techniques, observational studies, customer interviews, usability testing, etc.

Razorfish (Agency)

Sr. Interaction Designer / User Experience Architect, Seattle, WA

2005 – 2007

- Sr. User Experience consultant for worlds largest interactive agency
- Rich diversity of projects and Fortune 500 clients

AT&T Wireless (Became Cingular Wireless)

Sr. Interaction Designer / User Experience Architect, Redmond, WA

2003 – 2005

- Senior interaction designer / information architect for the creative services group supporting business-to-business, e-commerce and online customer service divisions of Cingular Online and enterprise applications
- Design Web-applications supporting telecommunications managers and customer facing pages
- Design and conduct user research including direct observation, usability, surveys, persona development, scenario design and focus groups

ZAAZ, Inc. (Agency, now Possible)

2003

Information Architect (Contract), Seattle, WA

- Product Architecture / Flow design for the Microsoft for Partners “UPP” product, an online enrolment and relationship management tool.
- Liaised between development and business units within Microsoft and visual and strategic design within ZAAZ

Ehrhardt Interactive (Freelance)

Interactive Product Design, Seattle, WA

2001 – 2003

- Interaction design, Information Architecture, Usability / User Interface / Design Ethnography, Strategy
- Assessed client needs, Set scope, liaised with development teams, set project schedules and budgets
- Recent client list includes Allstate Insurance, Group Health, Corbis, Safeway, Combined Insurance, USG, AIA, Creative Memories, Microsoft, Intuit, MarchEX, CNN

**United States Postal Service,
Design Consultant (Contract),** Washington D.C.

Summer 2001

- Managed team of 5, using design ethnography (direct observation and interviewing), customer profiling, usability (30 tests) and design prototyping developed strategies for reorganizing and redesigning the Domestic Mail Manual directly effecting the USPS's 890,000 employees – document design and online multimedia
- Resulted in the two year “phase two” implementation plan within USPS

VentureBeginnings

2000 – 2001

Co-Founder, Entrepreneur in Residence, Pittsburgh, PA

- Launched *Swing Connectivity LLC* by analyzing home networking, ASP, secure storage and home entertainment markets to develop a unique, marketable venture opportunity
- First prize at Carnegie Exchange business plan competition for business, marketing and implementation plan

Pennsylvania Department of Transportation

Summer 2000

Design Consultant (Contract), Harrisburg, PA

- Interaction lead for *Flash Crossroads teen driving safety awareness Website* including leading focus groups, 60 in-field usability tests, liaising between the client and users and managing one illustrator and developer

Ford Motor Company

Spring 2000

Product Design, While at Carnegie Mellon (Integrated Product Development)

- Co-invented the *Sidewinder Vehicle Table* as an aftermarket product for pickup truck owners
- Product awarded patent #6467417 and praised in the book, “Creating Breakthrough Products” (Prentice Hall)

Sundance Lab for Advanced Computing in Design, University of CO

1996 – 1999

Web Designer, Project Manager and Professional Research Assistant, Boulder, CO

- Managed one CAD modeler, programmer and historian in the development of distance learning solutions for the Anthropology Department creating the *Ceren* and *Hagia Sophia Web Resources* – Bringing archaeological digs and architectural sites into the classroom
- *An Interactive Guide to Ancient Ceren: Before the Volcano Erupted* CD-R available on Amazon.com
- Co-authored grants for Colorado Advanced Software Institute and the Presidents Fund for Teaching Technology
- Published refereed publications and presented at several conferences (see publications section below)
- Wrote and received an Undergraduate Research Opportunity Program (UROP) grant

EDUCATION

Indiana University, Kelley School of Business, MS Strategic Management: 2016 (expected)

Carnegie Mellon University, College of Design, Master of Design in Interaction: 2001

University of Colorado, College of Architecture and Planning, Bachelor of Environmental Design: 1998, Dean's list, President of Architecture and Planning Student Government

University of Washington, Certificate in Design Firm Leadership and Management: 2008

PUBLICATIONS

- 2000 **Mark A Ehrhardt**, Mark D. Gross “Place Based Web Resources for Historic Buildings,” *eCAADe '00, Promise and reality*, proceedings of the conference on Education in Computer Aided Architectural Design in Europe
- 1998 Lewin, J. **Mark Ehrhardt**, and Mark D. Gross “The Ceren Web Resource: Enabling Students to Become Anthropologists in a Virtual Site,” *SIGGRAPH '98 Educator's Conference*, Orlando Florida
- 1997 Lewin, Jennifer, **Mark Ehrhardt**, and M. D. Gross “Not just Another Pretty Face: Image and Argument in an Archaeological Web Site,” *Computer Assisted Architectural Design Futures '97*, R. Junge (Ed) pp. 635-654, Kluwer Academic Publishers, Dordrecht

PERSONAL

- Sport: Lifelong snowboarder and sailor. Olympic weightlifting and Crossfit.
- Travel: Over 18 countries including 20,000 + miles offshore sailing
- Volunteer and Member: *Sail and Life Training Society*, *Girls on the Run* and *Big Brothers Big Sisters*
- Avid reader and lifelong learner with an approachable, fun and collaborative style
- Strong entrepreneurial / intreprenurial drive