

Senior Product Designer
(512) 665-6030 | Austin TX | markoldham.com

Product designer focused on building meaningful digital experiences that drive engagement, clarity, and growth. I design intuitive web and mobile experiences that improve onboarding, simplify complex flows, and increase retention. Experienced partnering cross-functionally to ship scalable systems grounded in strong values and user empathy.

CSC Service Works Senior Product Designer
2026–Present

- Lead product design across CSC's digital product ecosystem, owning UX strategy and execution across consumer mobile, web, and internal platforms.
- Lead design for One Tap Away, CSC's consumer laundry platform, supporting its growth from 150K+ monthly active users toward 2M.
- Designed Laundry Pass, a new subscription experience spanning acquisition, onboarding, payments, account management, and complex billing states.
- Drive product-wide UX, accessibility, and design-system improvements while partnering directly with product and engineering from strategy through implementation.

Electronic Arts (EA) Senior Product / Experience Designer
Austin, TX • **2020–2026**

- Designed onboarding, access, and permission experiences across multiple products, improving successful task completion by 25–40%.
- Simplified complex workflows through information architecture, search & discovery, and usability testing.
- Built and scaled reusable design systems, components, and interaction patterns across products and teams.
- Drove org-wide UX improvements that saved 10,000+ hours annually through streamlined workflows and clearer product states.

Cubic UX/UI Designer
Austin, TX • **2019–2020**

- Created wireframes, prototypes, and validated concepts through user testing.
- Delivered polished UI with detailed documentation to support development.
- Presented multiple times weekly to stakeholders and incorporated feedback into rapid iterations.

Core Strengths

UI/UX for Web & Mobile · Onboarding Optimization · Conversion & Retention Flows · Information Architecture · Search & Discovery · Design Systems · Prototyping (Figma/HTML) · Cross-Functional Collaboration · Experimentation & Usability Testing · Implementation Specs