

Mark Schafer
Product Designer
hey@asimpleframe.com



About

I'm a designer with over ten years of experience designing digital products and leading digital product design teams. I'm at my best designing digital tools and solving complex problems.

Experience

Twitter

Senior Product Designer
2021 - 2022

Owned design for Top Articles and Ad-Free Articles, headline features of Twitter Blue.

- Created a brand-new Twitter surface: Top Articles.
- Partnered with PM to interview users, define product strategy, and set scope.
- Shipped seamless, engaging experiences despite engineering constraints.

Scroll

Lead Product Designer
2020 - 2021

Led design for series-A startup, from initial public launch through acquisition by Twitter.

- Go-to person for everything design, including feature work, growth campaigns, and designs system.
- Audited, visualized, and improved complex user flows. Prototyped new solutions.
- Collaborated closely with engineers, bringing them into the design process and contributing to code base.

Palantir

Head of Foundry Design
2018 - 2020
Product Design Lead
2015 - 2018
Product Designer
2014 - 2015

Led design for Contour data analysis app and Foundry design team. First designer in NYC office. Helped grow design team and commercial business.

- Led distributed team of ten designers. Mentored designers of different experience levels, from new graduates to new managers.
- Worked across teams to break down silos, define platform concepts, clarify product direction, and implement platform-wide features.
- Facilitated design sprints to clarify product direction and kick-start new products.
- Led design for Contour, a key app in the growth of the commercial business.
- Led design for Issues, a new B2B application, iterating with a small set of first customers.

HGTV

2011 - 2014

Designed for HGTV's web properties and early iPad apps, including HGTV Folio. Won juried hack week, resulting in launch of first HGTV Dream Home app.

Designsensory

2007 - 2011

Designed identities, print, websites, and apps for various clients. Juggled multiple projects, art directed photo shoots, ran press checks, and more.

Education

John Brown University
2002 - 2007

Earned dual degree in Graphic Design and Digital Media. Graduated with honors, magna cum laude.

Interests

🧶 Knitting, 🎹 playing the piano, 🚴 cycling, 🖌️ sign painting, 📷 film photography