Mark Schafer

Product Designer

hey@asimpleframe.com

About

Over ten years of experience designing and shipping digital products, including tools for charts and data storytelling. Interested in building tools that bring digital and print design closer together.

Experience

Twitter
Senior Product Designer
2021 – 2022

Owned design for Top Articles and Ad-Free Articles, headline features of Twitter Blue.
• Partnered with PM to conduct research, brainstorm ideas, and set product strategy.
• Shipped simple, elegant experiences despite engineering constraints.
• Integrated Scroll within Twitter by using and extending Twitter design system.
• Advocated for users in order to ship a brand-new Twitter surface: Top Articles.

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. Helped align design solutions to business goals.
• Created user flows and wireframes for complex user flows. Prototyped new solutions.
• Collaborated closely with engineers. Committed changes directly to code base.
• Led workshops to involve whole company in big picture thinking.

Palantir
Product Design Group Lead
2019 – 2020
Product Design Lead
2015 – 2019
Product Designer
2014 – 2015

Led design for Contour data analysis app and Foundry design team. First designer in NYC office. Helped build design team and commercial business.
• Led design for Contour, a top-down, visual data analysis app. Simplified interactions for complex chart creation workflows.
• Conducted on-site user testing and interviews with commercial customers.
• Partnered with designers, engineers, and PMs to implement new features and unify platform concepts across product teams.
• Managed the Foundry design team, a distributed team of ten designers, and mentored three new design managers.
• Facilitated design sprints to clarify product direction and kick-start new products.

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