Mark Schafer

Product Designer

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About

Over ten years of experience leading digital product design and digital product design teams. Looking for opportunities to build tools that connect to the physical world, especially tools for print design.

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 interview users, define product strategy, and set scope.
- Shipped seamless, engaging experiences despite engineering constraints.
- Integrated Scroll within Twitter by using and extending Twitter design system.
- Created 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, including feature work, growth campaigns, and designs system.
- Audited, visualized, and improved complex user flows. Prototyped new solutions.
- Collaborated closely with engineers. Committed changes directly to code base.
- Led workshops to involve whole company in new product initiatives.

Palantir
Product Design Group Lead
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.
- Worked across teams to break down silos, define platform concepts, clarify product direction, and implement platform-wide features.
- 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.
- Led design for Contour, a key app in the growth of the commercial business.
- Designed Issues, a completely new B2B application. Worked closely with two engineers, iterating with 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