Mark Willis

Senior Director of Web & Digital Product, building teams, shipping experiences, shaping strategy and growing digital and UX fluency in complex organizations.

I'm a digital product director with 20+ years leading teams at the intersection of strategy, UX, and technology. I've built human-centered products with agencies, nonprofits, healthcare and educational institutions, including a decade shaping digital at Harvard. I'm passionate about building and delivering solutions that drive measurable, lasting impact.

Residence
Glenside, Pennsylvania
Philadelphia / NYC metros

Portfolio & Case Studies
⊕ mwillis.com

Principal / Digital Strategy Lead at M.Willis Consulting

Direct a fractional design and digital strategy consultancy serving agencies, manufacturers, nonprofits and emerging brands. Tailor design, UX, infrastructure and workflows to define brand, accelerate delivery, boost conversion and empower teams.

April 2025 – Present · Philadelphia, Pennsylvania

UX Research
User Journeys
SEM & Accessibility Audits
Analytics Dashboards
Design Consultations
AI Workflow Optimizations
Technology Roadmaps

Director of Web and UX Production at Bailey Brand Consulting

Headed Bailey's digital experience team, creating UX and web platforms for clients including Jefferson Health, GS1, Suncast, Daiichi Sankyo, and Ply Gem/Simonton. Unified design and dev functions, adopted AI tools, and delivered faster, higher-quality results across healthcare, pharma and consumer goods sectors.

October 2020 – April 2025 · Plymouth Meeting, Pennsylvania

At Bailey:

↑60%
Increase in membership signups, key client, post-launch

↓35%
Reduction in time-to-resolution across clients

Senior Director of Digital Strategy at Garfield Group

Led digital operations at Garfield, a Philadelphia consultancy (acquired by BNO). Delivered consumer-facing web platforms for major fintech, higher ed and biomedical brands including Discovery Education, McGraw-Hill and Comcast.

August 2018 – October 2020 · Philadelphia, Pennsylvania

At Garfield:

↑28%
Average form lead conversion improvement, key clients

100%
WCAG 2.1 AA compliance across client deliverables

Associate Director of Web Strategy & Production at Harvard Kennedy School

Shaped Harvard Kennedy School's digital vision and led a decade-long transformation of its web ecosystem. Partnered with senior leadership to unify platforms, ensure accessibility, and embed governance across the institution.

October 2008 – April 2018 · Cambridge, Massachusetts

At Harvard:

40+
Independent websites unified under enterprise Drupal CMS & managed taxonomy

70+
Trained & supported editors

Senior Technology Lead at HiWired, Inc.

Drove web development at HiWired, creating scalable, co-branded sites for Fortune 500 partners including Sony, Comcast, and Cox. Guided team through growth and acquisition by AppDirect.

January 2007 – October 2008 · Needham, Massachusetts

↑15%
Increase in application inquiries, year post-launch

Web Project Lead at Museum of Science, Boston

Led the transition to the Museum of Science's first fully standards-compliant website (mos.org), including implementing a full branding and UX design system.

March 2003 – January 2007 · Boston, Massachusetts

Applications: Drupal, WordPress, Sitecore, Adobe Experience Manager, Figma, Adobe Creative Suite
Development: Standards-compliant HTML + CSS, JavaScript (Node, React, Vue), PHP / Laravel, Python, SQL
Marketing: Salesforce, Pardot, Eloqua, Marketo, HubSpot, GA4 / Looker   **Workflow:** Jira / Atlassian, Git
AI: OpenAI, Anthropic, Gemini · LangChain · API integration, prompt engineering   **Infrastructure:** AWS, Pantheon, Acquia

Bucknell University · BA in Computer Science / BA in English Literature
Nielsen Norman Group · UX Certification

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