



Mark Willis

Senior Director of UX and Digital Production

leading organization-wide digital initiatives •
building digital and UX fluency in
mission-driven organizations

residence

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I'm a digital strategist with two decades of experience uniting art, code, and UX at mission-driven organizations. I lead high-performance, cross-functional teams with creative vision and technical expertise. I specialize in crafting impactful, user-centered digital experiences. I work for and with noteworthy agencies and institutions, including a decade leading digital teams at Harvard University. I am passionate about working for mission-driven organizations that make life better for others.

Director of Web and UX Production

Bailey Branding Group • Philadelphia, Pennsylvania • October 2020 – Present

I currently direct web and UX at Bailey (<https://bailegygp.com>), guiding a cross-disciplinary team of designers, developers, and UX/UI specialists. Together with my team, I create digital strategy and build UX capability for leading organizations in healthcare, pharmaceutical, and consumer goods sectors. Notable clients include Jefferson Hospital Philadelphia, GS1, Daiichi Sankyo and Ply Gem.

Senior Director of Digital Strategy

Garfield Group • Philadelphia, Pennsylvania • August 2018 – June 2020

At Garfield (since acquired by BNO), I led a focused digital team building consumer-facing digital experiences. My team and I delivered work for major fintech, higher ed and biomedical brands, including Stanford University, McGraw-Hill and Comcast.

Associate Director of Web Strategy & Production

Harvard Kennedy School • Cambridge, Massachusetts • October 2008 – April 2018

For a decade, I led and directed the digital presence for the Harvard Kennedy School, Harvard University's graduate school for leadership public policy. HKS is the preeminent school for leadership studies in the world. At HKS, I oversaw web and digital experiences, including the implementation of a new school-wide web platform (<https://hks.harvard.edu>) that unified 20+ independent sites under one technology stack and design system. The HKS web ecosystem receives 10M+ annual visitors.

Senior Technology Lead

HiWired • Boston, Massachusetts • January 2007 – October 2008

At HiWired (a Boston-area startup acquired by AppDirect), I managed co-branded websites for Fortune 500 clients including Sony, Comcast and Cox.

Web Project Lead

Museum of Science • Boston, Massachusetts • March 2003 – January 2007

I led the transition to the Museum of Science's first fully standards-compliant website (<https://mos.org>), including implementing a full branding and UX design system.

Expertise

Platforms: Figma, Adobe Creative Suite, WordPress, Drupal, Contentful, Adobe Experience Manager, Google Analytics / Looker Studio
Technologies: Standards compliant HTML + CSS, JavaScript (Node.js, React, Vue), PHP, Python, SQL
Management: Jira / Atlassian, Git
Marketing: Salesforce, Pardot, Eloqua, Marketo, HubSpot
Operating Systems: Mac, Linux, Windows

Education & Certification

Bucknell University • BA in Computer Science / BA in English

Nielsen Norman Group • UX Certification