

# Marek Szeszycki

Player/Coach Experience Design Leader with 10+ years of innovation practice launching new and improved products and experiences with global startups and corporations. Navigates teams and businesses through transformations using systems thinking, creative problem-solving, resourceful experimentation, and inclusive, actionable collaboration.

## EXPERIENCE

**Wayfair**, Boston, MA (remote)

**Senior Experience Design Lead**

JAN 2022 – MAR 2024

Strategic visionary driving innovative end-to-end experiences for the organization's first physical retail stores. Navigated ambiguity, facilitating cross-team and cross-functional collaboration, roadmap development, and risk mitigation.

- Directed multi-year checkout vision, saving \$2M+ in software costs over 4 years.
- Optimized service designs, boosting customer satisfaction, employee efficiency, and \$9M+ in sales in 2023.
- Spearheaded device strategy discovery process across 8 units, delivering 30% projected cost savings.
- Optimized Design Services processes and tools with AI/ML and Gen AI, unlocking customer experience personalization and an \$84M opportunity at scale.

**Pride Bands Alliance**, Washington, D.C. (remote)

**Volunteer Board Member, Director: Diversity, Equity, and Inclusion**

JAN 2023 – Present

Passionate co-lead driving "Music. Visibility. Pride" for a network of 35 LGBTQ+ affirming bands across multiple countries. Co-lead 6 board member committee.

- Directed the creation, access, and promotion of a DEIAB Playbook to guide member bands' diversity journeys.
- Launched Campfire Chats to gather member insights for strategic planning.
- Implemented data-driven systems to measure progress and support grant development.

**Wells Fargo**, San Francisco, CA (remote)

**Experience Design Lead**

OCT 2020 – JAN 2022

Change agent. Integrated human-centered design practices and culture for a multidisciplinary product design team. Directed seamless omnichannel experiences bridging digital and physical realms for Privacy & Security and Self-Serve programs. Balanced strategy, research, service design, behavior design, and UI/UX design.

- Guided a multidisciplinary design team delivery of 8 cross-functional workstreams over 8 months, ensuring unified end-to-end user journeys.
- Instituted "test and learn" processes, accelerating service launches by 40%.
- Fostered transparency and built trusted cross-functional partnerships through collaborative, customer-centric design practices.

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[HiMyNameIsMarek.com](https://HiMyNameIsMarek.com)

[LinkedIn Profile](#)

## EDUCATION

**Purdue University**

West Lafayette, IN

AUG 2005 – MAY 2009

BA in Visual Communication Design, Minor in Anthropology  
Liberal Arts Honors Program

## IDEO U

Business Innovation Certificate:  
Designing Strategy,  
Designing a Business

**Online xchange Experience (OXE)**

Transformational Facilitation,  
3-Day Immersion Training

**AI User Conference, 2024**

Certificate of Attendance,  
Designer Day

**Cooper Professional Education**

Design Leadership,  
Facilitating Design Thinking,  
Service Design Immersive

## SPEAKING ENGAGEMENTS

**San Francisco Prototyping Meetup**

MAR 2019

["Adding Lean Experimentation to Your Practice"](#)

**Future Stores East**, Miami, FL

FEB 2019

"In-Store Strategies For Driving Loyalty Through Unified-Commerce"

## **Gap Inc., San Francisco, CA** **Senior Manager User Experience**

APR 2018 – OCT 2020

Managed a team of 5 product designers, driving innovation for global digital employee and customer experiences. Orchestrated design strategy across 9 products spanning 3 regions and 4 languages, impacting 100K+ employees and 1M+ customers.

- Directed lean experiments and research sprints (20+ in FY2019) with a cross-functional innovation team, shaping product strategy and launching 2 impactful services.
- Explored cutting-edge solutions leveraging RFID, AI/ML, chatbots, video analysis, and other emerging tech.
- Fostered collaborative partnerships across Product, Engineering, Data, Ops, and Change Management teams.
- Mentored and upskilled designers through hands-on tutorials and training.

## **Senior User Experience Designer**

NOV 2016 - APR 2018

Conducted discovery research and delivered intuitive mobile experiences across native iOS and Android platforms. Spearheaded transformative point-of-sale and e-commerce initiatives, collaborating across Agile Product, Engineering, Data, Operations, Security, Legal, and Business teams.

- Reimagined POS returns process for handhelds/tablets, accelerating transactions by 300% and delivering \$2M+ YoY cost savings in FY2017.
- Optimized responsive e-commerce credit card acquisition experience through iterative A/B testing, boosting net profits by \$3.6M.
- Instituted an empathy-building program connecting product teams with frontline employees to foster user-centric thinking and drive adoption.

## **Snake Zebra Elephant, San Francisco, CA and Chicago, IL** **Founder / Brand Strategist / UI, UX, and Product Designer**

MAR 2009 - AUG 2017

Delivered multi-channel creative solutions spanning print, digital, motion, and social media. Founded and scaled design consultancy, accelerating to over \$80K in annual revenue within 2 years. Donated over \$30K in services-in-kind to LGBTQ+, youth education, music, theater, and public health non-profit clients.

## **Slalom, San Francisco, CA** **Experience Design Consultant / Product Designer**

APR 2014 – NOV 2016

Led end-to-end product design strategies for responsive websites, native iOS and Android apps, and enterprise tools with cross-functional teams. Served financial services, pharmaceuticals, biotechnology, wine and spirits, and fashion retail industry clients. Chaired 2016 Annual Silent Auction raising over \$10K for local non-profit beneficiaries, 200% increase YoY and 100% increase YoY in employee engagement.

Personalization”

### **SKILLS**

Cross-functional and Cross-team Collaboration, Workshop Facilitation, Design Strategy, Service Design, Systems Thinking, Coaching and Mentoring, Mobile App/Web/Experience Design, Lean Experimentation, Prototyping, Effective Asynchronous and Synchronous Collaboration Techniques, Continuous Process Improvement

### **FAVORITE TOOLS**

Miro, Figma, Figjam, Loom, Google Suite, Canva, Slack/Teams, Pip Decks, Speechify, Brain.fm, Notability, Pen, Paper, Post-its

**Coco**, San Francisco, CA

**Design Manager / Lead Product Designer**

NOV 2013 – OCT 2014

Hired and managed a team of three designers. Directed web, Android, and iOS mobile app product, brand, and marketing design and strategy across three international offices. Collaborated closely with Growth, Product, and Engineering partners to scale product features improving DAU growth by 30% over Q3 2014.

**Thrillcall**, San Francisco, CA

**Senior Product Designer**

NOV 2012 – NOV 2013

Designed cross-media brand, marketing, web, and native mobile product designs for fans, ticket vendors, and venues in a fast-paced, lean environment. Strategized with product, marketing, and engineering teams. Iterated designs based on metrics and measured successes.

**Razorfish**, San Francisco, CA

**Art Director / Designer**

OCT 2011 – FEB 2012

Designed and directed Best Buy holiday ad with 1.66% CTR. Co-presented and illustrated storyboards and innovative prototypes to clients. Mentored one junior and one intern designer.

**Leapfrog Online**, Evanston, IL

**Interaction Designer**

JUN 2010 – AUG 2011

Specialized in responsive web and mobile-specific experiences utilizing A/B testing to increase site conversion and generate sales leads.

**Purdue University Bands & Orchestras**, West Lafayette, IN

**Graphic Designer**

AUG 2008 – MAY 2009

Designed print publications, ads, and recruitment promo pieces with limited budgets for 20+ events throughout the academic year.

**CareerBuilder.com**, Chicago, IL

**Interaction Design Associate**

JUN 2008 – AUG 2008

Elevated client-branded interactive microsite designs which influenced a new business opportunity for the core product.