



Marcus Pape › User Experience + Design Direction › Seattle, WA
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Summary

Sixteen years of expertise combining strategic thinking, creative concepting, and engaging design with a deep understanding of technology and the user experience.

Proven ability to build and manage dynamic cross-functional teams with an emphasis on delivering innovative product solutions.

Extensive experience developing global brands, growing client relationships, and communicating highly conceptual ideas and complex solutions.

Experience

Senior UX Design Manager, Amazon Video › Amazon | 12/2014 - present

Responsible for cross-platform UX design leadership, focusing on the overall Amazon Video customer journey, from initial introduction and onboarding of the service, to a user's first stream and ongoing engagement. Challenged with establishing a clear UX design vision and empowering a multi-discipline team of designers to craft intuitive end-to-end video experiences focused on customer acquisition and engagement, across all platforms and clients—covering web, big screen, tablet and mobile for both 3rd and 1st party devices.

- Recruit, build and lead a team of cross-platform designers who work collaboratively to deliver intuitive and enjoyable product solutions.
- Leverage key insights and proven design patterns to create compelling, best-in-class customer experiences across our global video service.
- Partner with global Product, Tech and Marketing to release new features and product updates, optimized for broad cross-platform integration and engagement.

Creative Director, Ad Design & User Experience › Amazon | 5/2012 - 12/2014

Led efforts to create customer-centric brand solutions and drive product innovation across Amazon's multi-platform ad network. Developed strategic advertising programs with a focus on delivering against key business objectives. Oversaw growth and management of a talented design team, while providing creative direction for the world's most recognized brands.

- Delivered beautiful and intuitive cross-platform experiences based on effective design patterns and key data-driven insights.
- Led integration efforts of new technologies and developed training and testing programs with a focus on optimizing user experience.
- Established creative best practices, explored process optimization, and developed effective teaming practices in order to drive efficiency at scale.

Interactive Art Director › Coinstar, Inc. | 2/2011 - 5/2012

Responsible for all interactive projects, with an emphasis on user experience and consumer engagement. Provided input on emerging trends, such as mobile, social, and gaming.

- Mentored and consulted with a diverse creative department of designers and developers.
- Managed numerous key projects with varied requirements and tight timelines.
- Successful growth of email and online account numbers to never seen before levels.

Creative Director › Core Innovation | 6/2003 - 2/2011

Worked directly with ownership to establish brand direction, present creative concepts to global partners, and implement key business objectives. Coordinated with department heads to devise marketing strategies and implement result-driven promotional campaigns.

- Built the XS brand from near bankruptcy to annual sales topping \$150 million.
- Led the successful brand expansion of 48+ products across five countries.
- Increased ecommerce sales on XSGear.com to just over two million dollars annually.
- Recognized by Graphic Design USA for packaging and logo design.

Design Director / Founder › COALWIRE Productions | 1/2003 - 6/2003

Generated new business leads and worked directly with clients and contractors to establish creative strategy. Responded to RFPs, formulated creative briefs, and managed the production of visually captivating interactive projects focused on results.

- Successfully brought in five separate commercial accounts from reputable companies within the first two months of operation.

Interactive Art Director › Studio Reload | 5/2002 - 1/2003

Led the design and production of engaging user experience-based projects across different interactive media, including DVD and motion-driven, Flash-based websites.

- Established design direction for the first Idaho Independent Film Festival.
- DVD Association Excellence Award for Menu Quality and Presentation.

Motion Designer / ActionScript Developer › Publicis - Boise, ID | 12/2000 - 5/2001

Collaborated with creative team to design and develop engaging motion-based interactive projects for high-profile clients such as Hewlett-Packard, Micron, and Idaho Forest Service.

Skills

Creative direction	Team building & mentorship
Global brand management	User research
Product development	Digital rich media
User experience	Cross-platform product design
Interaction design	Creative optimization
Usability testing	Visual strategy
Ecommerce solutions	Scalable design patterns

Education

Drury University
Visual Communication, Photography
Global Studies, Architecture, Art History, Communications