

# Andrew Mork

## UX Director & Design Leader

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### SUMMARY

UX Director with a track record of building high-performing design organizations and turning complex enterprise systems into measurable product wins — at Nike, Amazon, and across healthcare and SaaS. Built and led multidisciplinary teams of up to 18, accountable for 60%+ of org-wide UX delivery at Nike. Drove NPS from -50 to +58 on a global platform used in 56 countries. Co-created Nike's first formal UX career framework. Built Nike's brand asset system — a three-layer architecture adopted across 30+ teams and 50 applications — and the foundational Core and Configurable component architecture that powered 1,000+ enterprise client deployments at WebMD. Equally effective shaping org strategy, influencing executive roadmaps, and doing the work. Currently applying AI-assisted design methods through Bright Fox Design.

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### EXPERIENCE

#### Founder & Principal UX Strategist | **Bright Fox Design** | Portland, OR *Jul 2024 – Present*

- Founded independent design practice delivering UX strategy, product design, and brand asset work for clients across footwear, athletic performance, municipal technology, healthcare, and AI security.
- Embedded product and design lead for Ready Rebound (Oliven Labs) — a public-sector SaaS platform helping municipalities manage resident recovery and reintegration services; applied AI-assisted research and synthesis (Claude, ChatGPT) to compress qualitative insights across 9 municipalities in 8 states from weeks to days; drove strong concept validation and consistently high NPS scores.
- Leading design execution for a comprehensive multi-site clinic network rebrand in partnership with Singlethread (a California design agency) — spanning environmental, print, and collateral brand touchpoints.
- Led UX strategy and design for Liquid Wire / MoveWare (Axian) — wearable sensor platform for professional athletic performance and workplace injury prevention; defined product architecture and interaction design from 0 to validated design across two parallel enterprise platforms.
- Contributing UX strategy and product direction to an early-stage AI security startup — applying design systems thinking to a technically complex, data-sensitive domain.

#### Director of User Experience Design | **Nike** | Portland, OR *Dec 2021 – Jun 2024*

- Built and led two multidisciplinary UX teams totaling 14 designers, researchers, and consultants across 11 strategic programs — accountable for 60%+ of organization-wide UX delivery across Nike's global product creation ecosystem.
- Drove measurable platform transformation: NPS from -50 to +58 and UMUX from -60 to +82.5 on Nike's global Bill of Materials platform — a data-dense, workflow-critical enterprise system used across 56 countries and 34 languages.
- Co-created Nike's first formal UX career framework — defining role ladders, craft skill assessments, structured mentorship schedules, and promotion criteria; the first career development system of its kind across the design organization.
- Championed WCAG 2.1 accessibility-first design — led compliance reviews and established accessibility as a shared deliverable between design and engineering, embedded into engineering acceptance criteria.
- Directed organizational transition to Experience Design (xD) — expanding the UX function to include research, prototyping, design ops, and content strategy, elevating design's role from execution to strategic product partnership.
- Owned and influenced product roadmaps in direct partnership with Product and Engineering leadership — set design Northstars, translated business strategy into phased design objectives, and stewarded delivery across multi-year program cycles.

- Mentored designers at all levels; multiple team members advanced from mid-level to Senior and Lead roles, with several going on to Director-level positions at other organizations.
- Promoted from Principal UX Designer to Director within 6 months based on demonstrated organizational impact and leadership velocity.

### **Principal UX Designer | Nike | Portland, OR**

*Jun – Dec 2021*

- Provided senior UX leadership across multi-year enterprise product initiatives — acted as interim design director during organizational sabbatical, maintaining team operations, stakeholder alignment, and delivery continuity.
- Integrated usability testing results directly into platform evolution and aligned design roadmaps to product management priorities across agile delivery cycles.

### **Senior UX Program Manager, Alexa Voice Services | Amazon | Seattle, WA Jul 2020 – Jun 2021**

- Managed design capacity planning and delivery for 11 designers across a diverse portfolio of Alexa-based applications and services spanning TV, PC, Smart Speakers, Hearables, Wearables, and Smart Displays.
- Designed and implemented a new program management framework — created scalable intake systems that measurably increased design throughput across product pods.
- Developed cross-functional design and product delivery roadmaps ensuring alignment and timely execution across multiple product segments.

### **Lead UX Designer — Brand Assets, Design Systems & Platform | Nike | Portland, OR Mar 2017 – Jul 2020**

- Built Nike Digital Engineering's brand asset library on a three-layer architecture: Google Material Design as the interaction foundation, Nike Design Standards as the brand and visual language layer, and InVision DSM as the shared governance tool — 70+ components covering buttons, cards, checkboxes, date pickers, iconography, input fields, modals, navigation, and page layouts; quick-start developer package reduced system onboarding from weeks to minutes.
- Self-initiated and founded SALT (NACL), Nike's first unified component library — a paired system with DSM for designers and a React/Storybook library for engineers; adopted by 30+ teams across 50+ applications, becoming shared infrastructure across Nike Digital Engineering; eliminated design-to-engineering handoff drift endemic across the organization.
- Walked into a skeptical engineering organization with 3 designers supporting 16+ products and no consistent brand or design standards — built organizational credibility through output rather than advocacy, establishing design as a value-generating function through the system itself.
- Sole UX designer on Apollo — Nike's global merchandising platform used across 56 countries in 34 languages — delivered 7 interconnected enterprise workflow tools and designed the governance patterns ensuring platform consistency across 250+ globally distributed merchandisers.
- Led end-to-end UX for Nike By You Lab — achieved 25% increase in workflow setup efficiency supporting a \$250M annual revenue business; replaced legacy Flash-based systems under a hard 18-month deadline.
- Led UX for DSM (Design Systems Manager) — Nike's design system enabling consistent component governance, brand standards, and creative workflow consistency across global digital product teams.

### **EARLY CAREER — WEBMD / ANTHEM / CAMBIA HEALTH | 2000 – 2017**

- Designed the foundational Core and Configurable component architecture at WebMD — a brand governance model where enterprise clients could use standard design elements or replace them with their own brand identity; powered consistent creative workflows across 1,000+ individual health plan, Fortune 500, and government agency client deployments.
- Built and governed brand asset systems at Anthem/WellPoint — standardized reusable component and visual language systems for enterprise healthcare applications serving millions of health plan members across clinician-facing, provider-adjacent, and consumer-facing products.
- Led WCAG and Section 508 accessibility programs at WebMD — drove adoption of accessibility standards as formal engineering acceptance criteria, embedding compliance into the build process across the full product portfolio.

- Architected and designed the first-generation Mobile Personal Health Record for iOS and Android at WebMD — among the earliest consumer-facing mobile health records products on the market, covering millions of users.
  - Built and directed design teams of up to 15 — UX/UI designers, visual designers, information architects, writers, and freelancers — across WebMD, Anthem, and Cambia Health.
  - Led UX for HealthSparq's healthcare cost and quality transparency platform at Cambia Health — a configurable SaaS product serving health plan clients and their member populations; co-created the visual language system and UX pattern library used across the portfolio.
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## SKILLS & TOOLS

**Brand & Asset Management:** Brand Asset Libraries · Three-Layer Design System Architecture · Core & Configurable Component Models · Brand Governance · Creative Workflow Design · Multi-Client SaaS Brand Systems · InVision DSM · Google Material Design

**Design & Strategy:** UX Strategy · Product Design · Interaction Design · Information Architecture · Design Systems & Governance · Design Operations · Accessibility (WCAG 2.1 / Section 508) · Usability Testing · A/B Testing · User Research · Prototyping · 0-to-1 Product Development

**Leadership:** Team Building & Mentorship · Design Leadership · Career Framework Development · Roadmap Ownership · Executive Stakeholder Engagement · Cross-Functional Collaboration · Agile & Lean UX · Program Management

**AI & Emerging:** AI-Assisted Research & Synthesis (Claude, ChatGPT) · Prompt Engineering · Figma AI · Vibe Coding · Agent Development

**Tools:** Figma · Adobe Creative Suite · Miro · Jira · Confluence · Asana · React/Storybook Collaboration · Sketch

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## EDUCATION & CREDENTIALS

Bachelor of Arts — Sociology, Political Science, Art | University of Wisconsin–La Crosse

Certifications: Google AI Essentials · Google Prompting Essentials