

Kevin Marshall

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Profile Summary

Visionary Senior Principal UX Design Leader with over 15 years of experience driving digital transformation across Enterprise SaaS, Fintech, Healthcare, and Industrial sectors. A strategic architect recognized for blending AI-driven innovation with advanced product analytics (Pendo) to increase consumer engagement and operational efficiency. Proven track record in scaling global design systems, leading cross-disciplinary teams, and delivering high-impact UX strategies for Fortune 500 clients. Expert at reducing development costs through rapid prototyping and bridging complex business requirements with intuitive, brand-authentic experiences.

Technical Skills

- **Design & AI:** Figma (Expert), AI-Driven Prototyping, LLM-Guided UI, Azure XP, Vercel, Figma Make.
 - **Analytics & Research:** Pendo (Power User), Mixpanel, GA4, Maze, User Journey Mapping, ROI Modeling.
 - **Systems & Governance:** Design System Architecture (Tokens/Variables), Component Libraries, Storybook.
 - **Leadership:** Career Path Mentoring, Workshop Facilitation, Business Development, Agile/Scrum.
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Professional Experience

Senior Principal UX Design Lead | OneTrust

06/24 - Present

As a **Senior Principal UX Design Lead**, I serve as a high-level strategic architect and hands-on leader, driving the evolution of the OneTrust SaaS platform. I bridge the gap between advanced

data analytics, emerging technologies, and scalable design infrastructure to deliver world-class user experiences.

Key Responsibilities & Impact

- **Strategic UX Evolution & Engagement** Directly responsible for measurable growth in consumer engagement by optimizing the SaaS platform. I identify friction points and implement high-impact UX updates through refined design processes and intuitive interface improvements.
- **Data-Driven Design Strategy** Elevated the UX department's maturity by integrating **Pendo product analytics**. I provide the team with sophisticated reports and actionable insights, ensuring that design decisions are backed by real-time user behavior and data-driven evidence.
- **AI Innovation & Product Champion** Currently leading the organization's transition into **AI-driven product design**. I oversee the integration of AI within both the rapid prototyping phase and the final production rollout, positioning OneTrust at the forefront of intelligent, automated user experiences.
- **Design System Governance** Own the vision and maintenance of the **OneTrust Design System**. I manage the global component library, ensuring consistency across product suites while continuously implementing structural improvements to increase developer efficiency and design cohesion.

UX Director | The Basement (Integrated Agency)

09/20 - 06/24

As **UX Director** at an integrated agency, I led the intersection of business strategy, human-centered research, and creative execution. I was responsible for overseeing high-stakes digital transformations for diverse clients while fostering the professional growth of a multi-disciplinary design team.

Key Achievements & Responsibilities

- **SaaS & E-commerce Strategy** Architected the comprehensive strategy and design overhaul for a major SaaS-based e-commerce client. This involved reimagining the end-to-end user journey to increase conversion rates and streamline complex transactional workflows.
- **Strategic Research & Opportunity Analysis** Directed deep-dive UX research for **Purdue University's Office of Technology Commercialization (OTC)**. By identifying friction points in their licensing and technology transfer processes, I uncovered critical opportunities to improve digital engagement and operational efficiency.
- **Data-Driven Healthcare Transformation** Spearheaded a rigorous, data-driven design methodology for a **large Midwest healthcare system**. I leveraged user data and clinical

requirements to build intuitive digital touchpoints that improved patient access and simplified complex health information architecture.

- **Leadership & Talent Development** Directly managed a **cross-disciplinary team of six**, overseeing performance reviews and establishing clear career pathing. My mentorship focused on elevating technical skills, strategic thinking, and collaborative output across the design department.

Senior UX Architect | NextGear Capital

09/19 - 07/20

As **Senior UX Architect**, I served as the primary bridge between product development, marketing, and engineering. I was responsible for establishing the visual and functional design standards for the company's software suite, ensuring that complex financial and automotive tools were translated into intuitive, brand-aligned digital experiences.

Key Achievements & Responsibilities

- **Brand-Aligned Product Design** Defined the UX/UI look and feel for core software applications, collaborating closely with product development teams to translate intricate business requirements into user-friendly online experiences that remained authentic to the NextGear Capital brand.
- **Cross-Departmental Synergy** Partnered directly with the **Marketing department** to ensure all external-facing applications consistently aligned with broader marketing strategies and brand identity, creating a seamless user journey from public-facing sites to internal tools.
- **Rapid Prototyping & Cost Reduction** Significantly **reduced programming costs and accelerated time-to-market** by delivering high-quality, rapid prototypes. These prototypes allowed for early consumer feedback loops, ensuring features were validated before expensive engineering resources were committed.
- **Design Governance & Scalability** Established the organization's **UI/UX standards and brand guidelines**. I increased long-term engineering efficiency by creating a comprehensive **online component library and style guide**, providing a scalable foundation for future feature development and product evolution.

Senior UX Architect | DMI Consulting

03/19 - 09/19

As a **Senior UX Architect**, I combined high-level strategic consulting with hands-on service design. My role focused on driving business growth through two main pillars: delivering transformative UX workshops for global clients and leading business development efforts to expand the agency's design footprint within the industrial and automotive sectors.

Key Contributions & Business Impact

- **Service Design & Efficiency (Healthcare)** Facilitated high-stakes **UX strategy workshops in Puerto Rico** specifically tailored for the healthcare industry. Through rigorous stakeholder alignment and user journey mapping, I identified process optimizations that led to a **50% reduction in call times**, significantly improving operational efficiency and patient experience.
- **Business Development & Client Strategy** Played a pivotal role in the agency's growth by pitching and delivering UX services to Fortune 500 and enterprise-level clients. I was instrumental in securing and executing design initiatives for:
 - **Allison Transmission:** Positioning UX as a driver for industrial precision.
 - **Caterpillar:** Enhancing digital interfaces for heavy equipment sectors.
 - **KAR Global (Openlane):** Driving digital transformation within the automotive remarketing space.

User Experience Manager | PERQ Software

11/15 - 03/19

As **User Experience Manager**, I was the foundational architect of the design organization. I transitioned the company from ad-hoc design to a structured, professionalized UX department, overseeing the creative vision for a platform with massive consumer reach.

Key Achievements & Responsibilities

- **Departmental Architecture & Leadership** Built the **UX department from the ground up**. I was responsible for the full lifecycle of the team, from initial staffing and resource planning to ongoing management. I fostered a culture of continuous improvement through hands-on mentorship and the implementation of **monthly "Lunch and Learn" sessions** to sharpen the team's technical and strategic skills.
- **Mass-Scale Consumer Impact** Leveraged emerging design trends and modern technology to develop end-user experiences viewed by **over 1 million consumers**. I successfully adapted product strategies across three diverse, high-volume markets: **Automotive, Furniture Retail, and Multi-Family Dwelling**.
- **Systems & Infrastructure Development** Developed and maintained the company's **design systems and component libraries** using Sketch, ensuring visual and functional consistency across all product lines. I identified, vetted, and implemented the department's core software stack and operational processes to increase output and collaboration.
- **Process Optimization** Established the internal UX workflow, bridging the gap between product requirements and engineering execution. By standardizing tools and methodologies, you created a scalable foundation for the company's digital products.

Director of Media Technology | Express Holdings

08/11 - 11/15

As the Director of Media Technology, I played a dual role as both a strategic startup leader and a hands-on design architect. I was instrumental in scaling the company's business footprint while leading the design and execution of diverse digital products, ranging from large-scale B2B SaaS applications to immersive educational media.

Key Achievements & Responsibilities

- **Startup Growth & Business Development** Partnered with executive leadership to scale the Express Holdings startup, playing a key role in strategy and business development. Successfully secured high-value contracts within the State of Indiana, establishing a regional foothold for the company's technology services.
- **SaaS Product Design & Architecture** Served as the lead UX Architect and Product Designer for enterprise-level B2B SaaS applications. I translated complex business requirements into scalable digital architectures, overseeing the full product lifecycle from conceptualization to final deployment.
- **LMS Development & Compliance Training** Directed the end-to-end development of an online dealership compliance Learning Management System (LMS). This project included the creation of interactive educational video content and a robust skill-tracking engine to ensure regulatory compliance across automotive retail networks.
- **Immersive Media & Educational Exhibits** Led high-profile creative technology projects, most notably designing and producing a worldwide exhibit animation and planetarium show for the Children's Museum of Indianapolis. This required a unique blend of technical UX architecture and high-fidelity storytelling for a global audience.

Education

Masters of Science - Informatics and HCI | Indiana University

Bachelors of Fine Arts - Graphic Design | Ball State University