

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. I transform businesses and teams with creative problem-solving, resourceful experimentation, and inclusive, actionable collaboration.

EXPERIENCE

Wayfair, Boston, MA (remote)

Senior Experience Design Lead, Physical Retail

JAN 2022 – MAR 2024

Vital early role. Strategized and delivered end-to-end experience design and processes for zero-to-one omnichannel experiences for first five 15k sq ft stores and 150k sq ft flagship store. Navigated ambiguous spaces by facilitating activities and experiments with cross-functional distributed teams; informed roadmaps, negotiated trade-offs, and mitigated risks.

- Directed and delivered a multi-year vision for the Wayfair flagship store checkout experience, paving the way for innovative opportunities and saving a minimum of \$2M in software licenses and maintenance over 4 years.
- Enhanced service models, including unified checkout experiences, increasing trade radius penetration, customer satisfaction, employee efficiency, and sales by over \$9M in 2023.
- Directed discovery process across 8 business units to define flagship store's device strategy. Resulted in 30% projected cost savings.
- Optimized Design Services processes with AI/ML and Gen AI to boost personalization and productivity.

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

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

JAN 2023 – Present

Serve 35 LGBTQ+ affirming bands across the United States, Canada, England, and Australia; supporting "Music. Visibility. Pride." Co-lead 6 board member committee; Facilitate monthly meetings, organize tasks to serve projects and goals, and drive committee strategy.

- Directed the creation, access, and promotion of a Diversity, Equity, Inclusion, Access, and Belonging Playbook for Member Bands to use to guide their DEIAB journeys.
- Organized volunteer-facilitated Campfire Chats to gather member insights and inform future strategic planning.
- Established systems for gathering qualitative and quantitative metrics to measure progress and support grant development.

Wells Fargo, San Francisco, CA (remote)

Experience Design Lead, Privacy & Security / Self-Serve Programs

OCT 2020 – JAN 2022

Player/Coach Design Leader. Contributed to building a human-centered design process and culture for a multidisciplinary design team. Managed and executed

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[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 Personalization"

cross-channel experience design strategy and execution for Privacy & Security and Self-Service programs. Balanced strategy, research, service design, and UI/UX design to seamlessly bridge digital and physical channel experiences.

- Guided a multidisciplinary design team to deliver results across 8 workstreams over 8 months, ensuring seamless end-user experiences.
- Established test and learn process, resulting in confidently releasing two services 40% faster than average.
- Strengthened trust by creating transparent processes and collaborating with cross-functional stakeholders and teammates throughout the design process, resulting in 100% of tracks of work using customer-centric design practices.

Gap Inc., San Francisco, CA

Player/Coach Senior Manager User Experience

NOV 2018 – OCT 2020

Managed a team of 5 UX designers, delivering innovative productivity tools for customers and employees and optimizing Agile operational efficiency. Played a crucial role in cross-functional innovation, shaping future services and product strategy. Collaborated closely with Product, Engineering, Operations, and Change Management partners to optimize processes and adoption.

- Orchestrated UX strategy across 9 global digital products, reaching 100K+ employees and 1M+ customers in 3 regions and 4 languages.
- Directed lean experiments and research initiatives (20+ during FY2019), launching two impactful services in FY2019.
- Explored RFID, AI/ML, Chatbots, video analysis, and other cutting-edge solutions.
- Contributed to team professional development by organizing hands-on tutorials and presentations.
- Managed, reviewed, and provided direction for team processes and deliverables. Interviewed and mentored junior and senior designers.

Senior User Experience Designer

NOV 2016 - APR 2018

Conducted discovery research and delivered native iOS and Android app product designs for tablets and mobile devices. Navigated the design migration from legacy registers to a handheld and tablet mobile point of sale native iOS. Integrated with external hardware: scanners, transaction terminals, and printers. Collaborated effectively with Product, Engineering, Data, Operations, Asset Protection, Training, Legal, and Business teams in an Agile development environment.

- Streamlined UX of the point of sale app returns process, contributing to 300% faster transaction times – netting \$2M YoY cost savings in FY2017 and completing 10M+ transactions.
- Designed and A/B tested responsive e-commerce credit card acquisition experience resulting in a \$3.6M net profit margin.
- Developed a quarterly program for teammates to work alongside field employees to enhance user empathy and increase end-user adoption.

Snake Zebra Elephant, San Francisco, CA and Chicago, IL

Founder / Brand Strategist / UI, UX and Product Designer

MAR 2009 - AUG 2017

Balanced delivery of multiple print, identity, responsive web, motion, and social

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, Pen, Paper, Post-its

media designs on time and within budget. Donated over \$30K in services-in-kind to LGBTQ+, youth education, music, theater, and public health non-profit clients. Accelerated annual revenue to over \$80K in the first two years of business.

Slalom, San Francisco, CA

Experience Design Consultant / Product Designer

APR 2014 – NOV 2016

Executed 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.

Coco, San Francisco, CA

Lead Product Designer / Design Manager

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.