

Mark Polonskiy

Portfolio: <https://markpolonskiy.wixsite.com/portfolio/>

LinkedIn: <https://www.linkedin.com/in/mpolonskiy>

E-mail: m.j.polonskiy@gmail.com

Mobile phone: +1 617-888-1214

Lead consumer product designer skilled in creating scalable, accessible UX across mobile/web. Experienced in designing AI-driven experiences and building scalable systems that deliver measurable customer impact. Led cross-functional teams through ambiguity in rapidly evolving domains like LLMs and intelligent automation. Blend systems thinking, analytics, and user insights to launch B2B/B2C features that improve engagement, revenue, and operational efficiency.

EXPERIENCE

Roblox (Contract), Principal Product Designer

Nov. 2024–Apr. 2025

- Led gaming Ad design across mobile and web, boosting branded experiences in the **Roblox** ecosystem and driving \$11.8 M revenue growth.
- Boosted Personalized Ads opt-ins by 20%, and increased daily ad impressions to a 92M+, **via ML-based recommendation improvements**.
- Co-created with Product Team Immersive and Sponsored Ads features, guiding the Monetization team's daily decision-making.
- Redesigned Immersive and Sponsored Ads features, **infusing generative AI prompts to increase player engagement and ad relevance**
- Aligned design strategy with product goals in a fast-paced team; delivered B2B Ads Manager feature to empower game developers at scale.
- Drove a 12% increase in multi-platform engagement by designing cross-device ad experiences that boosted bounce-back retention.

Walmart (Contract), Sr. UX/UI Designer

Jan. 2024–Sep. 2024

- Led the migration of **Me@** staffing product experiences from third-party providers, SAP & Workday, to a unified in-house employee-facing solution.
- Built 15 end-to-end mobile/web HR journeys for Walmart, Campus, & Sam's Club associates & managers, reducing staffing case volumes by 50%.
- Streamlined the employee exit process by integrating **AI-powered workflows**, reducing termination time by 60% and unemployment claims by 80%.
- Crafted an analytical dashboard for managers to streamline teams' HR processes, boosting decision-making through data-driven insights.
- Delivered standard architecture, screens, and components for staffing transactions' future scalability in Figma, increasing the team's velocity by 70%.
- Applied Atomic Design principles to build and structure **scalable AI-driven component libraries in Figma**.

Fidelity Investments (Full-time), Sr. Interaction Designer

Mar. 2022–Nov. 2023

- Led delivery of 10 features for **Net Benefits** web & **Fidelity Health app** (iOS/Android), ensuring HIPAA compliance, boosting user satisfaction by 25%.
- Collaborated with UX researchers to design B2B tailored experiences that helped acquire Fidelity's largest client, Microsoft, raising funds by 27%.
- Migrated medical insurance experiences (HSA/FSA) from third-party vendor WEX to Net Benefits, an in-house consumer-facing platform.
- Delivered accessible design following WCAG guidelines, ensuring compatibility with screen readers and enhancing usability for diverse users.
- Partnered with the UX team to design an **AI-powered Decision Support Tool** and a **conversational chatbot**, improving benefit plan selections.
- Designed future-proof architecture for **AI-enhanced health experience flows**, contributing to 75% faster delivery on C2C insurance tools.

E-commerce Consulting (Full-time), Founding UX Designer

Jan. 2015–Dec. 2021

- Designed mobile and web solutions for 40+ B2B/B2C clients using SAP Fiori, Shopify, WordPress, BigCommerce, Amazon, Etsy, and eBay.
- Delivered responsive web and mobile Figma designs, improving UX consistency and achieving 95% positive client feedback.
- Conducted 50+ research sessions, A/B tests, and audits to uncover users' pain points in navigation, checkout, and subscription digital retail flows.
- Boosted up to 30% conversion rates by refining Omnichannel user journeys and iterating designs based on usability feedback.
- Partnered with Agile teams, led design reviews, and mentored junior designers to raise teams' velocity and output quality.

EDUCATION

M.S. Innovation with User Experience, Worcester Polytechnic Institute

Jan. 2020–Dec. 2021

B.S. and M.S. Human Factors Engineering, Volgograd University of Architecture

Sep. 2009–June 2014

SKILLS/TOOLS

Design Skills: User Research, Competitive Analysis, Heuristic Reviews, User Persona, User Journey, User Flow, Storyboarding, Sketch, User Experience Strategy, Information Architecture, Mockup, Wireframing, Prototyping, User Testing, A/B Testing, User Interface, Design Systems, FDA Human Factors Guidance, IEC 62304, IEC 62366-1, ISO 13485, ISO 14971, ANSI AAMI HE75, SaaS, HIPAA, WCAG 2.2, Value Sensitive Design, AARRR, Customer Experience Index, RARRA, HEART, UMUX.

Soft Skills: Teamwork, Curiosity, Empathy, Time Management, Leadership, Presentation, Product Management, Problem Solving.

Tools: Figma, Adobe Suite (Illustrator, Photoshop, InDesign), Tableau, Google Analytics, PowerPoint, Confluence, Teams, Slack, Excel, Word, Jira, ChatGPT, Microsoft Copilot, Claude, Gemini, Midjourney.