

MARK DIVERS

Illustration and Iconography Specialist with UX Foundation

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Profile

Graphic Illustrator and UX Designer with 30 years of experience in vector-based illustration, iconography systems, and technical diagram development. Skilled in design systems, icons, illustration, high-fidelity prototyping, and seamless developer handoff. Expert in visual storytelling through metaphor & symbolic language. Becoming versed at leveraging AI tools to optimize workflows and accelerate delivery.

Core Skills

- Visual Design & Illustration
- Graphic Design for Web and Print
- AI-Driven Design Optimization
- UI/UX Design & Prototyping
- Symbolic communication skills
- Design Systems Creation and Management
- Micro Animations

Software and Strengths

- Expert in Adobe Creative Suite apps, (Photoshop, Illustrator, Animate, Acrobat, and Dreamweaver).
- Can create digital illustrations from scratch, animate vectors, and edit both photography and video.
- Learning AI software prompting techniques for CoPilot, Claude, Chat GPT, Firefly, and Figma Make.
- Proficient in UX design software such as Figma, Sketch, InVision and Axure.
- Knowledgeable in HTML and CSS.

Career Summary

01/26 to Present: Graphic Designer, Illustrator and UX Consultant

- AI concepts in; production-ready artwork out.
- Bridging the gap between AI-generated imagery and real-world production.
- Vectorizing, refining, and simplifying complex artwork into clean, editable files for print and digital use.
- Custom illustration, logos, icons, and visual identity design.
- UX design, interactive prototyping, and scalable design systems.
- Motion design that brings brands, interfaces, and illustrations to life.

08/18 to 12/25: Senior User Experience Architect/Designer, Cox Automotive

- Created a vector-based svg image library and accompanying composition guide for designers to composite existing elements to build illustrations.
- Designed and created cross-platform icon systems for desktop, web, and mobile.
- Produced icons sets with token-driven colors to work within multiple brand style guidelines.
- Defined page designs, iconography, and illustrative styles, then expanded that look and feel to page templates and final assets.
- Helped form Creative Services team to establish and implement the KBB.com Argo Design System.
- Helped engineering to develop a React component library, enabling developers to easily integrate design system components.
- Built widget libraries for Figma, Axure, and Sketch, providing designers with reusable components for rapid prototyping.
- Instituted weekly design system support sessions and open office hours for designers and engineers to collaborate and, get feedback, and promote consistency.
- Authored comprehensive design system documentation, including component specifications, usage guidelines, process diagrams, and style standards.
- Designed and documented new components, ensuring clarity on intended usage and integration.
- Supported discovery efforts for new products through user research, collaborative workshops, and ideation sessions.

- Translated flows and wireframes into high-fidelity deliverables, accounting for multiple user scenarios and variants.
- Partnered with product to align business objectives with the best possible user-centric design solutions.
- Delivered high-fidelity mockups to engineering ensuring seamless handoffs and quick turnarounds.
- Supported scrum teams by attending sprint planning and daily standups to answer UX questions.
- Designed user-focused experiences for responsive platforms increasing user engagement.
- Increased lead generation through UI redesigns, page hierarchy, and consistent visual language.
- Promoted consistency in design system usage and promoted its use streamlining site efficiency.
- Expanded cross-functional impact by collaborating with teams outside of my assigned circle.
- Leveraged emerging AI technologies to optimize UI layouts, accelerate delivery timelines, and summarize user testing insights.
- Conducted usability testing scenario walkthroughs to validate design effectiveness and gather actionable user feedback. Created test version mocks and oversaw live A/B testing.
- Led small groups utilizing LUMA techniques in Mural to promote collaboration between stakeholders and UX peers.
- Perpetually scanned the experiences to find places for improvement through UX enhancements (DEX).

09/11 to 4/14: Senior Visual and UX Designer, Kelley Blue Book

- Created, maintained, and evolved the visual style guide, including typography, page templates, color palette, iconography, and illustration standards.
- Created supporting illustrations, edited photography, and designed graphics for editorial content, advertising, and promotional campaigns.
- Collaborated with editorial teams to develop infographics that enhanced new articles.
- Guided products from discovery through delivery, collaborating with multiple product teams for the owners' and buyers' paths for KBB.com.
- Partnered with front-end developers to design and implement all aspects of product interfaces.
- Produced static and interactive prototypes with live data for user testing and validation.
- Designed logos and branded merchandise, including t-shirts, for internal corporate initiatives.

11/00 to 08/11: Freelance Design Consultant, Diverstudio

- Created digital illustrations for magazines, marketing collateral, and animated presentations.
- Designed and programmed effective animated banner advertisements to drive brand visibility.
- Produced precise technical illustrations for multiple automotive manufacturers.
- Designed custom icon systems for various software applications to support intuitive navigation.
- Developed corporate identity systems for both new and established companies.
- Designed and developed website and software interfaces for optimal usability and performance.
- Programmed interactive CD-ROMs and online presentations to enhance user engagement.
- Managed graphic assets for large-scale web projects to ensure consistency and efficiency.
- Created 2D animations from storyboards and scripts for integration into video productions.
- Independently developed and delivered proposals to secure new business from prospective clients.

5/97 to 11/00: Graphics Design Department Manager, Alta Vista/Shopping.com

- Managed team of designers who created editorial graphics, banner advertising and store designs.
- Oversaw editing, cropping, sizing and optimization of product images for online shopping guide, developing processes to increase graphic download speed by 30%.
- Created icons, illustrations, and vector based animations for interface designs and banner advertising.
- Designed and create concepts for Internet advertising banners for AltaVista Network, achieving click-thru rates 3 times the national average.
- Created pixel-based mockups and HTML templates of web page layouts.
- Designed and created Flash tutorials and web greeting cards.
- Created and produced print and television advertising.

Education

- Bachelor of the Arts – California State University Long Beach