

Mark Pauciullo

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Senior Product Designer | UX/UI Design | B2B SaaS | Research & Analytics

Senior Product Designer and UX/UI designer with 7+ years of experience designing B2B SaaS products and complex workflows. Strong visual design foundation across high-fidelity UI, design systems, prototyping, responsive design, and information architecture. Uses research, usability testing, heuristic evaluation, A/B testing, GA4, and product analytics to guide data-informed decisions. Collaborates with product, engineering, marketing, and stakeholders, with experience improving handoff, Figma workflows, and mentoring peers.

- Product & UX/UI Design
- Component Libraries
- Information Architecture
- A/B Testing
- Stakeholder Collaboration
- Figma
- Wireframing & Prototyping
- User Research & Interviews
- Product Analytics and GA4
- Developer Handoff
- High-Fidelity UI
- Responsive Design
- Usability Testing
- Agile Product Development
- Design QA
- Design Systems
- Interaction Design
- Heuristic Evaluation
- Jira / Notion / Hotjar
- Mentoring & Training

Experience

Senior Product Designer

PAYeared | May 2024 – Present | Remote, US

B2B SaaS progress billing platform for construction teams.

- Own end-to-end product design for a B2B SaaS progress billing platform, translating complex construction billing workflows into user flows with information architecture, wireframes, and high-fidelity Figma prototypes.
- Redesigned the subscription management experience to improve plan visibility, billing transparency, and upgrade flexibility, contributing to a 9% increase in annual subscription conversions.
- Partner with stakeholders and developers to define requirements, acceptance criteria, implementation details, developer handoff, and design QA expectations, using Notion to support documentation and product collaboration.
- Use product analytics, GA4, A/B testing, SEO, conversion tracking, and email insights to inform product, landing page, and growth design decisions.

UX/UI Designer

BAM Technologies | July 2023 – May 2024 | Remote, US

Software development contractor for the U.S. Department of Defense.

- Redesigned an education fund allocation dashboard, improving financial decision-making workflows, saving over \$200K annually, and reducing 100+ work hours per month.
- Built and maintained Figma design and component libraries to improve product consistency, accelerate collaboration, and support scalable design execution across teams.
- Conducted heuristic evaluations, UX audits, and user testing to identify usability issues, validate design decisions, and improve clarity across complex workflows.
- Collaborated with product and engineering teams in Agile product development environments, supporting requirements, acceptance criteria, handoff documentation, and design QA.

UX/UI Designer

eMarketer | March 2019 – June 2023 | New York, NY

Subscription-based B2B SaaS company providing industry insights.

- Led design and research for Industry KPIs, a B2B subscription product that contributed to over \$1M in revenue in the first quarter after launch.
- Conducted user interviews, usability testing, and product discovery to uncover customer needs, validate product direction, and improve engagement.
- Partnered with product, engineering, marketing, and stakeholders in Jira-based workflows to translate user insights and business goals into clear, scalable product experiences.
- Partnered with marketing to improve email strategy, reducing email volume while increasing engagement and website visits by 12%.

Graphic Designer

Union Beer Distributors | May 2014 – March 2019 | Brooklyn, NY

Principal Graphic Designer

OUT South Florida | September 2012 – January 2014 | Fort Lauderdale, FL

Education

UX/UI Design Certification

Pratt Institute | 2018 | New York, NY

Graphic Design

The Art Institute of Fort Lauderdale | 2012 | Fort Lauderdale, FL