

Marc Bonasso

UX Design Educator - User Experience Architect - Creative Professional
marcbonasso.com

RELEVANT WORK HISTORY

2012-Present Associate Professor, Faculty
Austin Community College, Austin, TX

UX Design Instructor for the User Experience Design Degree (AAS) – 2014-2017

- Collaborated with other full time Faculty to develop and write the new User Experience Design degree.
- Facilitated the transition from the Web and Interactive Design degree to the implementation of the new UX Design degree, helping students determine how to complete the original degree or transition to the new degree.
- Participated in the development of the grant-funded Design Coder Certificate through the development of online Competency Based Education courses for this certificate.
- Planned, organized and ran ACC's first UX Hackathon for the Visual Communication department during the 2016 Spring Semester. This event involved ACC students as participants and local industry professionals as mentors.
- Recent courses taught: User Experience Design 1 & 2, Prototyping 1 & 2, and Visual Design

Web and Interactive Design Degree Instructor – 2012-2014

- Taught students to understand the process of building an interface within the context of design, usability, current technologies, and development tools.
- Guided students through the exploration and application of design techniques in the creation and optimization of graphics for use in interactive design projects.
- Instructed students in principles of design and information architecture and taught students how to successfully design, code and launch a functional website.

2007-2012 User Experience Architect
USAA, San Antonio, TX

- Created and delivered user experiences for usaa.com in a project delivery environment serving various lines of business within the company.
- Worked with project stakeholders, designers, IT developers and usability experts to deliver new and enhanced functionality for the various company platforms.
- Conducted user testing in collaboration with our Usability Department to test and refine user experiences throughout project lifecycles.
- Transitioned to a role in Design Governance, served one year with the Web Design Standards team conducting design standards reviews for all usaa.com projects, enterprise-wide, ensuring adherence to internal design standards and best practices for the web.
- Led small design teams and working with line of business owners to deliver weekly and monthly enhancements and conduct A/B testing for usaa.com.
- In 2011, assumed a role on the emerging Digital Publishing team for the USAA App for iPad, delivering weekly interactive publications for the Advice and Planning section of the App.
- Assisted the iPad App IT team and third party vendors with the design and

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integration of ratings and review functionality for our iPad digital publications as well as the ability to share the articles via email and social media channels such as Facebook and Twitter.

2006-2008

Owner, Footbridge Interactive

Austin, TX

- Responsible for project management of all website projects.
- Business development tasks including meeting with prospective clients and drafting project proposals.
- Maintain client relationships and oversee ongoing website maintenance.
- Lead designer on certain web projects, some of which include e-commerce and content management integration.

2005-2007

Assistant Professor, Adjunct Faculty

Austin Community College, Austin, TX

Web and Interactive Design Degree Instructor – 4 Semesters

- Taught students to understand the process of building an interface within the context of design, usability, current technologies, and development tools.
- Guided students through the exploration and application of design techniques in the creation and optimization of graphics for use in interactive design projects.
- Instructed students in principles of design and information architecture and taught students how to successfully design, code and launch a functional website.
- Courses taught: Interface Design, Visual Design for New Media, Web Design 1

1999-2005

More work history available upon request.

Houston, TX; Austin, TX

EDUCATION

Houston Community College System, Houston, TX

Associate of Applied Science Degree

Technical Communications/Desktop Multimedia - May 1999

REFERENCES

References available upon request.